

SCREEN

RADIO

MUSIC

STAGE



Published Weekly at 154 West 46th Street, New York 19, N. Y., by Variety, Inc. Annual subscription, \$15. Single copies, 25 cents. Entered as second-class matter December 31, 1935, at the Post Office at New York, N. Y., under the act of March 3, 1879. POSTMASTER: PAY HEREIN. COPYRIGHT, 1944, BY VARIETY, INC. ALL RIGHTS RESERVED.

VOL. 154 No. 8

NEW YORK, WEDNESDAY, MAY 3, 1944

PRICE 25 CENTS

# EYE U. C. FOR WORLD'S FARE

## Plenty of Jobs for Legit Actors This Summer As N.Y. Prod. Booms

By JACK FULASKI

There should be no summer dearth in jobs for legit actors for although the number of rural stock spots will again be puny in comparison to pre-gas shortage seasons, indications are that Broadway will be as well populated with shows as last year, and there probably will be more. At least two dozen productions are expected to be on metropolitan stages. Currently there are 34 shows on the list, a materially higher number than the corresponding week last year, and though some will close, new productions are still coming and there will be some June premieres. The season's standouts and the newer shows will naturally continue into the summer and it looks like eight favorites that have on hand a year ago will ride through into fall, with some certain to stick into the new season. All of that bunch has played more than a year, while "Life With" (Continued on page 50)

## 5th War Loan Forces Set By O'Donnell As Prelude To Film Industry's Drive

R. J. O'Donnell moved swiftly last week to line up field forces and executive committees to spearhead the Fifth War Loan campaign by the motion picture industry. O'Donnell, the industry's national campaign chairman, called a meeting of members of the theatres division of the New York War Activities Committee to organize activities. Pledge of 100% support from the theatres in the metropolitan New York area was unanimously given.

The five theatrical companies are scheduled to maintain a steady flow of coverage of important national events in connection with the drive (Continued on page 46)

## ANDREWS SIS' 15¢ PLUS % IN CHI, THEIR TOPS

Andrews Sisters are drawing a \$35,000 guarantee plus a split over \$12,000 for their date at the Oriental theatre, Chicago, which opens Friday (45). This is the highest money the trio has ever drawn. It includes, of course, the entire show, backed by Mitch Ayres' orchestra. Ayres himself is playing the one week because he's called for in the contract. He hasn't been with the outfit for several weeks due to his imminent Army call.

At the Oriental, Andrews' trio plays a week at Orpheum, Minneapolis, then is due on the Coast end of May to make two pictures for Columbia to follow a 16-picture contract that expires in August. When word of the new picture deal came, the film at another studio. Deals are on with Warners, RKO and for an indie production at United Artists.

## Stays As '2d Fiddle'

Lieut. Gov. Vic Meyers, former band leader, after announcing he was "tired of playing second fiddle" to Gov. Langley, and then flinging for the democratic nomination for U. S. Senator, has finally reconciled himself to his present job, which he has held for almost 12 years.

He will run for re-election as lieutenant-governor.

## Score Discrimination To Marian Anderson At Canadian Dinner

"Sincere apologies on behalf of this committee for her being barred last week at a congratulatory dinner in her honor at the Granite Club here were tendered Marian Anderson, colored contralto, in a resolution unanimously carried by the Toronto Presbytery. United Church of Canada.

Concurrently, Rev. Dr. Bert Howard, Albert College, told an International Rotary annual conference here of some 900 delegates that "we vociferously applauded the talents of Marian Anderson, Paul Robeson and Roland Hayes, but we won't eat with them; we won't give them hotel accommodation; we tell them to find somewhere else to sleep." Haydn had difficulty finding accommodation (Continued on page 50)

## 30% TAX BLUES: GOTTA YES CUSTOMERS AGAIN

One thing the 30% tax has done, it's shocked some of the top stars.

The royalties, bartered of recent months by "too much business," are not now as "indifferent." It had reached a stage where the big boys, "Be kind to our waiters; we can always get customers," was kidding-on-the-scene.

## Now Those Bathub Tenors Will Get Ideas!

Mark it down as Sinatra justly, or—perhaps—but there isn't any bad male singers any more, according to audience reaction. Singers caught in theatres recently in N. Y. and out, good, bad and indifferent, frequently draw more response than headline acts.

Many headliners, who thought they had just passable vocalists have been considerably surprised to find their boys breaking up the audiences—mostly bobby sox, of course—on theatre routes.

## WASHINGTON MAY DO POSTWAR EXPO

Government Officials Look Exhibition Though Setup Hasn't Gone Beyond Talk Stage—Chance for Amusement Industry

### SHOW BIZ PARADE

Washington, May 2. There is considerable talk locally of Washington becoming the site of a new World's Fair shortly after the end of the war. While there is nothing definite and nothing coming from official sources, both Government officials and industry people appear to have the bug in their bones.

One film industry rep, who was (Continued on page 2)

## NBC Pulls Pinch On 'Mr. D.A.' Cuts Program Off Air

Long standing differences between Pedlar, Ryan, Lusk agency and NBC over script of the Bristol-Meyers "Mr. District Attorney" show reached a climax last week with session being cut off the air for a 21-second period. Rlt developed over two-and-a-half years ago when net officials objected to anti-Fascist nature of scripts at a time when sabotage and other allied themes were taboo on the web. Agency stuck to its guns then and with U. S. entrance into the war, the net, to all intents and purposes, reversed its stand and permitted the agency to (Continued on page 46)

## STOKI AND 'MAIRZY' MAESTRO MAKE ASCAP

A talented, comparative newcomer to the ranks of popular songwriting—one Leopold Skokowski—was among a group of songwriters and music publishers admitted to membership in the American Society of Composers, Authors and Publishers last week.

Stoki was given a rating by ASCAP along with other tune writers, named Al Tross who introduced "Maizy Dots," Les Sims, Irene Higginbotham, George Hamilton, Albert T. Frim, and others. Publishers admitted are Frank Anton, Jefferson Music Co. and Pyramind Music. Jefferson is firm recently set up by songwriter Red Evans with one tune, "Salt Water Cowboy."

## Networks Seen Attempting to Regain Control of Radio From Ad Agencies

### Overseas—On Staten Is.

USO-Camp Shows officials are burned about certain vaude and nightclub entertainers who inform audiences that they've just returned from overseas assignments—when they've never been abroad.

Camp Shows officials emphasize the situation is unfair to talent that's gone overseas, and to the amusement profession as a whole.

## AFM Pacts With Decca, Others May Be Scrapped Should WLB Nix Petrillo

Many recording industry executives are conjecturing currently on the future status of the agreements Decca Records and 50-odd recording and transcription firms signed with the American Federation of Musicians last fall calling for payment to the union on every record manufactured. They are wondering what will happen to these arrangements in the event the forthcoming War Labor Board decision in Columbus and Victor's fight against Petrillo is (Continued on page 50)

## 'Bernadette' Slated For Stage Production

Washington, May 2. Walter Kerr of Catholic University, with the content and cooperation of Franz Werfel, has been working on a dramatization of Werfel's "The Song of Bernadette."

Script is completed and meets with the author's approval. Rights to the stage version are held jointly by Kerr-Werfel and a Chicago producing firm.

Behind-the-scenes maneuvering is seen developing into an out-and-out attempt on the part of the major networks to regain complete radio supremacy. Shunted into a backseat position during the past decade, as the advertising agencies virtually took over control of the multi-million dollar production reins, the web, it appears, have at last decided on their mode of attack to recapture lost prestige, not to mention the fabulous revenues accruing to the agencies.

Precipitating the decision of the networks to move in on the agencies is the ominous threat of the unlimited power of television. It's a known fact that the web want to rule the roost when tele programming hits its stride, and are deeply concerned over the planned activity of the agencies in preparation for the day when sponsored television takes hold. Realizing that the agen- (Continued on page 50)


## Sinatra, T. Dorsey May Buck Each Other In N.Y. Theatre Dates

As they are tentatively set now, Frank Sinatra and Tommy Dorsey's band are likely to buck one another on Broadway next fall.

Sinatra was to have played the Paramount theatre, N.Y., this month, but a film call forced date to be set back until Labor Day. Dorsey was to have played the Capitol theatre, N. Y., in June, but a similar Hollywood call set the date back until around the same time.

Sinatra and Dorsey were bitter about one another following the settlement of the leader's contractual hold on the singer last year. This sentiment has eased somewhat, but still isn't as friendly since. Both are about the most powerful names in their respective fields currently.

FOR TELEVISION



## The Hour Of Charm

All-Girl Orchestra  
and Choir

Conducted by  
Phil Spitalny





# Alperson Resigns As RKO Theatres G.M.; Chain Management Is Divided

Following long-drawn-out differences, largely with Malcolm Kingsberg, RKO v.p. in charge of theatres and president of the RKO Service Corp., E. L. Alperson, general manager of the RKO Theatres since May 12, 1942, suddenly resigned last week.

Alperson was given a \$100,000-per-year increase in salary in February, representing approximately 25% of his previous salary. Understandably, however, that Alperson was several months ago dickering for new deal calling for 10% per year and a \$3,000 annually, plus stock option privileges similar to those given Charles W. Koerner, N. E. Depina and N. Peter Rathvon. Under Alperson's direction RKO circuit profits jumped some 200%, a greater increase percentage-wise than for any other national circuit during past four years.

The year prior to Alperson's appointment as general manager of the circuit RKO Theatres showed RKO profits (before taxes) of \$1,700,000. Profits (before taxes) for the first year of Alperson's management were \$1,500,000. Circuit profits for the year ending Dec. 31, 1943, were approximately \$1,500,000.

No general manager for the RKO circuit was appointed following Alperson's resignation, however, RKO will hereafter operate in two divisions, according to Rathvon's announcement on Monday (1). James M. Brennan, formerly eastern zone manager and promoted to general manager of the metropolitan N. Y. group, including New Jersey, of some 20 theatres, will be in charge of the eastern zone.

Sol A. Schwartz, formerly western zone manager, will manage all outstanding theatres. Rathvon, who remains as film buying-bookkeeper for RKO.

Alperson, however, it appears that Kingsberg actually supervises all theatre operations.

Generally known that Kingsberg and Alperson were at variance on many points of operating policy and that Alperson had been in the RKO circuit for a year ago, Kingsberg retained supervisory authority in a wider sphere. As a member of the RKO board of directors, also, Kingsberg's ideas on operation in many instances prevailed.

Alperson reached an amicable agreement with N. Peter Rathvon, president of RKO, Inc., about 10 days ago. The former had been widely expected to leave the company for the past few weeks, from accounts. He came into RKO as head of film buying-bookkeeping May 19, 1942, and later succeeded Charles W. Koerner as general manager.

Alperson stated that he would announce future plans shortly. Before coming up Nations, Alperson spent several years ago Alperson was with Synros, Charles and George Skouras had dealt whereby Alperson had 75% of net profits of all theatre holdings operated by the three brothers, representing netting \$10,000 annually.

## WB'S ONE-A-MONTH FOR MAY-JUNE-JULY

Some mention this season releasing five pictures, Warner Bros. has announced for May, June and July. They are "Between Two Worlds," "Make Me a Star," "The Sign of the Cross," "The Mask of Dimitrios" and "The Sign of the Cross."

In addition, WB this month is releasing "Adventures of Mark Twain" and "The Sign of the Cross" on special limited engagements throughout the circuit prior to general release.

In addition, during June WB is expected to re-release "This Is the Army," setting national availability for June 24. Picture was originally released last August.

### Melvin's Trick Girls

Hollywood, May 2.

Metro, backed Kathryn Grayson in "The Girl from the North Country," the forthcoming musical, "Brighton Beach."

## Binnie Barnes Sues On 'Mabel' Billing

Hollywood, May 2.

Binnie Barnes has filed suit against Edward Small Productions, Inc., for \$100,000, charging company didn't live up to agreement to give her large-enough type on advertisements for "No in Mabel's Room."

Actress claims she had star billing and should have had name in size equal to other stars and larger than that of featured players, which she asserts was not done.

## Hazen-Wallis To Operate As Unit

Deal between Hal Wallis and Joe Hazen to operate as a unit in a future tie-up looked "practically" away yesterday (Tuesday), according to sources in Hollywood.

No production-distribution pact has yet been made by Wallis, who is still considering proposals from several major companies.

Wallis is planning to be associated with Hazen, however, in any deal which he may eventually sign.

## Post-War FM Competish Cues Film Execs' Bid For Improved Sound

With competition from radio, via frequency modulation, expected to be twice as keen as now, the picture industry is making a sweeping inventory of ways and means of combating anticipated inroads in the post-war period. Film business executives anticipate FM radio to be launched in a wholesale manner and that it will not be surprised if it will be a couple of years after the war as post-war radio competition.

Where the picture business comes in is that many fear the sound and picture competition, with mentioning quality of screen productions (and stories) in motion pictures will suffer badly in comparison with this high-fidelity radio sound. With this in mind, industry leaders are quickly checking to learn what the picture biz has to offer in the way of technical improvements to combat

(Continued on page 6)

Exhibitors throughout the country are balking at releases, particularly releases being offered at terms, on grounds that the currently ready market for such product may become another factor in further restricting output of new pictures.

Chain and independent operators in many circuits, showing stiffened sales resistance to releases, contend that they would rather pay higher terms for a new picture, even if not quite as strong as the release, as a means of discouraging dumping of oldies on the market.

Despite the strong grosses being received by "Snow White" throughout the country RKO is meeting strong resistance from exhibitors, particularly chain operators, to the long-lease terms being asked on the grounds that payment of such releases for a release would set a precedent. RKO has been asking 30-40% against a split, placing the Disney picture in virtually the same brackets as current "A" product.

Exhibitors, in trading for lower rentals, have contended that such a precedent might result in other majors setting similarly high terms for releases.

Understood that Skouras, Paramount and possibly the RKO circuit are holding out against the high percentage demands. Warner, on the other hand, while pointing out that the terms are too high for a release, has taken stand that Disney product does not fall into the conventional pattern and rates special rentals.

"Snow White" has been handled like a new film by RKO. Cost of production is estimated to be \$100,000 while the national exploitation campaign via radio and newsreels is estimated to cost between \$250,000 to \$300,000. Cost of distribution to Disney, in addition, is around 30%.

## Freeman to Coast

Y. Frank Freeman, v.p. of Paramount, is in charge of production plans leaving for the Coast either tomorrow (Thursday) or Friday (5).

He has been out two weeks discussing completed project, releasing plans and forthcoming production needs as well as general studio problems.

## Brit. Producers Due

Michael Powell and Emeric Pressburger, producer-directors of "Life and Death of Col. Blimp," plan leaving London for the U. S. after the picture comes on the other side.

## Sears Denies Changes Contemplated In His, Leserman's Sales Status at UA

Glad Sears, United Artists v.p. in charge of distribution, in his own "crude, stumbling fashion," as he put it, yesterday (Tues.) eloquently clarified "the situation" concerning the UA purchasing deal signed by Pickford - Charles Chaplin - David Selznick-Neill Agnew-Brad. Sears-Carl Leserman rumors.

Sears categorically denied all rumors (printed elsewhere) that there was to be any change in his or Leserman's status insofar as their autonomy in operating and distributing UA sales policy is concerned. He carefully explained the Selznick-Dietrich-O'Connell deal was insofar as it applies to Agnew, also, does not differ materially from other contracts in which UA is involved.

He stated that normal company functions can be maintained by majority vote instead of the unanimous vote required by the contract. He stated that it is understood that all UA stockholders are to be represented at the UA meeting either in person or by proxy. Chaplin, it is reported, is opposing the move. Following the UA meeting, the company directors are to be elected (likely that a special meeting will be called for this purpose) and then four directors on the board as in the past. Understood that all falling in with the directors, appointment of, foreign manager and publicity head will be made.

Possibility that legal action may be taken by Chaplin, who has been opposed to a separate distribution by laws, was referred to by Sears. "Discounting rumors that Selznick would launch a separate distribution force to wrap around UA," Sears pointed out that Selznick has a contract with UA for his next pictures exclusively through UA. Sears mentioned also that UA has many times been in a bind between the need for release, shortly, and a heavy backlog of producers.

## 20th Calls Shareholders Meet May 16 to Approve Sale of 20% NT Stock To Four Operators; Stock Options

### English Legal Angle Cues 'Mrs. Parkington'

Hollywood, May 2.

English-legal restrictions toss Tina Birell into two roles instead of one in the filming of "Mrs. Parkington" at Metro.

One role is that of a British noblewoman, for American trade and the other is a Viennese countess for distribution in the British Empire. Law prohibits the screening of British showing of a member of the British royal family who hasn't been dead for at least 50 years.

## Griffis to Sweden For State Dept.

Reported that Stanton Griffis, chairman of the executive committee of Paramount, who has been on leave for some time as head of the domestic motion picture bureau of the Office of War Information, is going to Sweden for the State Dept. to see if anything can be done about curbing the Swedish export of ball bearings for some time as head of the considerable ruckus has been raised. He is familiar with Sweden, having informed that the country on the map made more than a year ago for Paramount.

### Deny Griffis Leaving OWI

Washington, May 2. With Griffis scheduled to leave for abroad shortly on the special government mission, George Healy, head of the OWI Domestic Branch, denied Sunday (3) that Griffis intends to resign his OWI post.

Reports have been circulating here recently that Griffis would never return to the motion picture bureau. The unit is a small one with an annual budget of only \$50,000, and it has been felt that there was one reason to keep Griffis busy, and that he was getting restless.

## Jack Lait in H'wood To Work on Screenplay Of 'Mister Broadway'

Hollywood, May 2.

Jack Lait, editor of the N. Y. Mirror, is now working on the screenplay of "Mister Broadway," based on the original by Abel Green, author of "Variety." Thus the history of "Variety" since time through a past and present "Variety" might be traced.

Lait arrived here last week to do the screen treatment, and Green is slated to write the Burbank plan for a brief spell when Arthur Schwartz, author of "Variety," returns to the actual shooting.

## COAST THEATRES PLAN TO FLASH D-DAY NEWS

Los Angeles, May 2.

Theatre operators here are lining up means to give their customers important news flashed when the invasion of Europe starts. Plans are being piped in crucial broadcast announcements, supplemented by slides to be shown between show breaks. They are sure of hearing the latest important reports in the picture houses.

Terms for an agreement whereby the four operators of the National Theatres circuit and subsidiary chains would purchase a 20% stock interest in the NT claim, as exclusively reported in "Variety" April 19, were outlined officially and in detail in the 20th-Fox press statement issued to stockholders last Wednesday (26). Annual meeting of 20th shareholders set for May 16 also calls for the election of 15 directors, four of whom are new. New members named for election to the directorate are L. Sherman Adams, v.p., Massachusetts Investors Second Fund, Inc.; Robert L. Clarkson, chairman of the board, American Express Co.; Robert L. Johnson, president, Johnson Corp.; and Murray Silverstone, v.p. in charge of foreign distribution for 20th.

Involved in the proposed deal between National Theatres operators and 20th for purchase of stock in the circuit are Charles P. Skouras, Rick Rickelton, Harold Fitzgerald and Elizabeth C. Rickelton. Under an agreement between the chain and the managers, dated Jan. 10, 1944, it is proposed that 20th will relinquish its control stock on a basis whereby there will be 2,000 shares of Class B stock to be Class A stock and 40 Class A shares. NT operators will be granted right to purchase 40 shares of the Class B stock at \$14.25 per share. Each Class B share will be convertible into Class A stock on a basis of one share of Class B for 10 shares of Class A upon payment by the holder of a sum of \$12.125. For each share of Class A surrendered a share of Class B.

Charles P. Skouras would purchase 25 Class B shares, at aggregate (Continued on page 6)

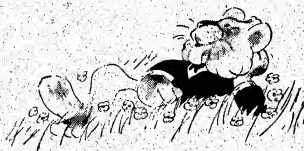
## HAYCOX SATEPOST NOVEL TO WM. CAGNEY

William Cagney Productions has purchased the option to "Buy in the Afternoon," novel by Ernest Haycox, recently published in "The Saturday Evening Post."

William Cagney early this week announced a production schedule of six pictures to be released through United Artists.

**VARIETY**  
Trade Mark Registered  
PUBLISHED WEEKLY BY VARIETY, INC.  
154 West 44th St., New York 18, N. Y.  
Subscription: Annual, \$10.00; Foreign, \$11.00; Single Copy, 25 Cents.

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# Celebration



With fanfare on the air  
And capers in all the papers—  
With special events  
And fitting ceremonies—  
With advertising campaigns  
And wide magazine tie-ups—  
Leo of M-G-M starts the ball rolling  
On June 22nd  
To celebrate with all the industry  
Twenty Friendly Years of M-G-M!





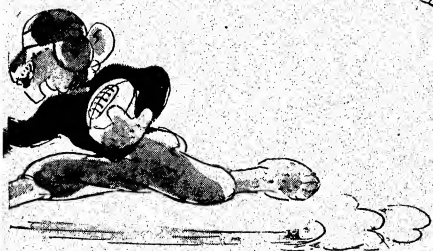
BEGINNING JUNE 22nd



M·G·M

1924 - 1944

TWENTY YEARS OF LEADERSHIP  
WITH GOOD WILL TOWARDS ALL  
AND THE BRIGHTEST YEARS AHEAD



"Previous! Help Recruit WACS! May 11th thru May 17th!"



**"The Swing is to M-G-M"**

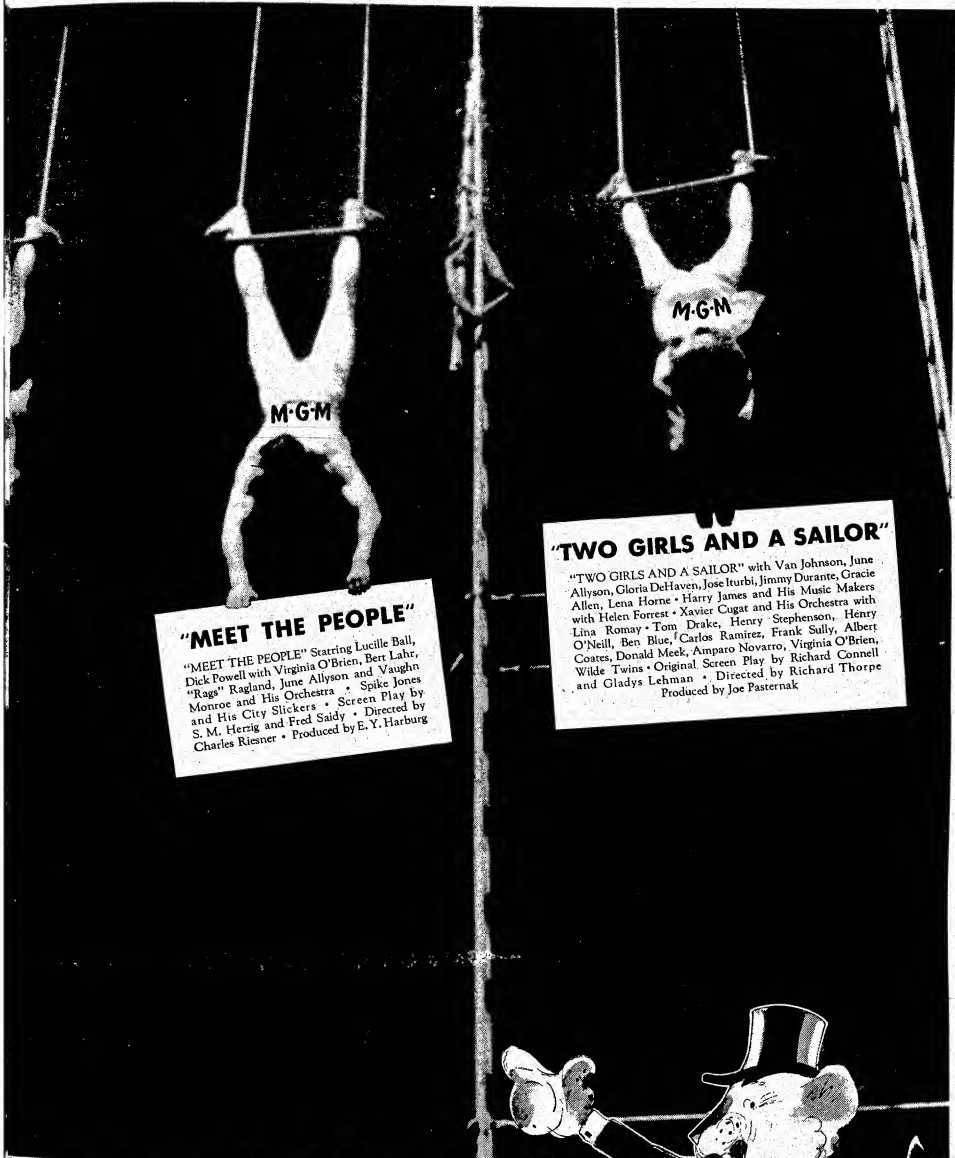
**"ANDY HARDY'S BLONDE TROUBLE"**  
 "ANDY HARDY'S BLONDE TROUBLE" with Lewis Stone, Mickey Rooney, Fay Holden, Sara Haden, Bonita Granville, Jean Porter, Keye Luke and Helbert Marshall • Screen Play by Harry Ruskin, William Ludwig and Agnes Christine Johnson Directed by George B. Seitz

**"GASLIGHT"**  
 Charles Boyer, Ingrid Bergman, Joseph Cotten in "GASLIGHT" with Dame May Whitty, Angela Lansbury, Barbara Everest • Screen Play by John Van Druten, Walter Reisch and John L. Balderston • Based Upon the Play by Patrick Hamilton Directed by George Cukor • Produced by Arthur Hornblow, Jr.

**"3 MEN IN WHITE"**  
 "THREE MEN IN WHITE" with Lionel Barrymore, Van Johnson, Marilyn Maxwell, Keye Luke, Ava Gardner, Alma Kruger, "Raggy" Ragland • Original Screen Play by Martin Berkeley and Harry Ruskin Directed by Willis Goldbeck

# "The Greatest Group"

"Patriots! Help Recruit WACS! May 11th thru May 17th!"



**"MEET THE PEOPLE"**

"MEET THE PEOPLE" Starring Lucille Ball, Dick Powell with Virginia O'Brien, Bert Lahr, "Rags" Ragland, June Allyson and Vaughn Monroe and His Orchestra • Spike Jones and His City Slickers • Screen Play by S. M. Herrig and Fred Saily • Directed by Charles Reisner • Produced by E. Y. Harburg

**"TWO GIRLS AND A SAILOR"**

"TWO GIRLS AND A SAILOR" with Van Johnson, June Allyson, Gloria DeHaven, Jose Iturbi, Jimmy Durante, Gracie Allen, Lena Horne • Harry James and His Music Makers with Helen Forrest • Xavier Cugat and His Orchestra with Lina Romay • Tom Drake, Henry Stephenson, Henry O'Neill, Ben Blue, Carlos Ramirez, Frank Sully, Albert Coates, Donald Meek, Amparo Novarro, Virginia O'Brien, Wilde Twins • Original Screen Play by Richard Connell and Gladys Lehman • Directed by Richard Thorpe Produced by Joe Pasternak

on Earth"

M-G-M's  
"SPRINGTIME  
5"



There it is, Lefty. Best to the Gang, sez  
Your pal,  
Joe.



# 10% Raise, Overtime Among Grants To IA in Pact for Theatre Engineers

A two-year deal has been set by the International Alliance of Theatrical and Stage Employees covering sound engineers throughout the country who service projection and sound equipment in theatres. Pact calls for 10% increases, overtime, senior rights and adjustment of hours in metropolitan key districts. Contract was negotiated with RCA and Allied Service for approximately 500 sound engineers, who are members of IA operating in Los Angeles. General secretary-treasurer of the IA, who also sits on eastern meetings recently held to negotiate contracts for studio unions.

Last week a N. Y. local of the IA, the Motion Picture Studio Mechanics, embracing grips, propertymen and soundmen working in eastern studios and newrest companies, was granted concessions similar to those worked out for Coast studios locally. In January the eastern studio mechanics were awarded a 15% increase covering about 800 in New York. This agreement is still awaiting approval of the War Labor Board.

## Petrillo, Studio Heads To Huddle on Pay Hikes, Permanent Or Staffs

Hollywood, May 2. James C. Petrillo and other American Federation of Musicians officials will meet with studio heads on May 12 to confer on demands of the union for permanent staff orchestras in studios with wage boosts from 10 to 20%.

Petrillo will have international studio exp. J. W. Gillette and local union exp. "Spikie" Wallace as co-conveners. Other participants are Barney Balaban, Nicholas Schenck and N. Peter Rathvon, who will join the major pay and staff issues. Petrillo is being represented by N. Y. Blumenthal, Harry Cohn, Harry Warner and Joseph M. Schenck. The latter is president of the Fox in absence of Spross Skouras, now in England.

The negotiatory agreement will be worked out here, because the proposition of ironing out negotiations is thought to be well in hand.

## SEE PAR MAINTAINING \$1.30 DIVVY ON COMMON

While Paramount has been going up increasing its dividend on the common stock, ever since the initial payment in 1899, current common pay in 1943 of the directors may keep the common divvy rate at \$1.30 a share, according to Wall Street forecast. Fact that the tax bite will cause all company earnings to level this year and show no appreciable increase over 1943 also appears to substantiate the belief that the current rate will hold in 1944. A small cash extra at the year-end is seen prospect if there is any increase.

Paramount directors started in 1941 at the common rate of \$1.25 and 45c the next year, to 90c in 1941 and \$1.05 in 1942, with the current \$1.30 rate established last year. The increase of nearly 1,000,000 common shares during the past year, Par said, showed a 10% increase in 1943 against \$4.74 on the common in 1942.

## Schaefer Settles His Claims Against RKO

George J. Schaefer has made an out-of-court settlement of claims which he had against RKO. Understood that Schaefer claimed he was entitled to a share of profits on "Hitler's Children" which he inaugurated while he was head of the company. Schaefer also claimed stock option rights.

Fitzton & Mayers represented Schaefer in the negotiations with N. Peter Rathvon.

## CHARGES BREACH, SUES RKO

Los Angeles, May 2. Suit for \$5,000 was filed here by RKO. The suit charges breach of an oral contract between David Hempstead, producer, in connection with "The Day After Tomorrow," written by the Company She Keeps," written by Ben McCarthy.

Brown asserts he had a verbal agreement with Hempstead to furnish original ideas for the picture.

## H'wood Wage Drops

Sacramento, May 2. Weekly average of wage earners in the film industry dropped to \$7,621 during March, according to the California Labor Statistics Bureau. This compares with \$7,727 in February but still far below the \$8,483 earned during March last year.

Workers put in an average of 44.2 hours per week in March as against 44.3 during February.

## K-A-O Profits Dip On Tax Increase

Keith-Albee-Orpheum Corp., RKO subid, net profit for 1943 amounted to \$1,656,778 as compared with \$2,017,531 in 1942. An increase of \$906,713 in the provision for Federal income and excess profits taxes was largely responsible for decline of more than \$360,000 in net profits. Where the corporation's provision for income taxes in 1942 amounted to only \$426,837, for 1943 Federal taxes totaled \$1,656,777, of which \$1,228,000 was for normal rates. K-A-O's total income was \$19,200,000, a 10% increase over 1942, coming from theatre adaption of this corporation paid \$98,058 on the pre-war claims of \$1,000,000 in the year during the year. Capital surplus balance was \$9,648,000 on Dec. 31, 1943.

## RESERVE DECISION ON SELZNICK'S APPEAL

David O. Selznick Productions, Inc., and Vanguard Films drew a reserve decision on Selznick's appeal to the Appellate Division on their appeal from N. Y. supreme court justice Charles F. Bolli, December 20th, under which the film company sought the proposition for dismissal of the \$2,000,000 damage action brought by Charles Chaplin. Bolli, December 20th, under which the film company sought the proposition for dismissal on the ground that they did not operate in this state.

The Appellate Division, Selznick, 20th Century-Fox, and United Artists. Chaplin suing individually and stockholder of UA seeks an accounting of profits from debt that Selznick paid \$17,698,000 in 1941, under which the film company sought "keys of the Kingdom," "Claudia" and "The Great Dictator" and the profits belong to the stockholders because the literary fees paid to Selznick with \$300,000 loaned Selznick by UA.

## 'Bell' Aussie Gimmick On Upped Rentals

Sydney, May 2. Following the refusal of Professor Columbia Pictures to permit Paramount to obtain advance admissions at any film theatre, Bell's "Bell" has been imported making an "interesting" deal with W. T. B. and W. T. B. Under proposed plan, "Bell" would play in the limited-season legitimate theatre, W. T. B. and W. T. B. These theatres carry higher admission scale than cinemas. But, as this deal is arranged, it will still require an official okay, with Copland almost certain to nix the arrangement.

Paramount had hoped to get "Bell" in Sydney on upped-rental deal, playing double a two houses.

## Moppel Problem Dualer

Hollywood, May 2. Juvenile delinquency is slated for a doubleheader at Columbia where the picture will be produced as companion pieces for screening on the same bill. Tentative titles are "What Price Innocence?" and "What Price Innocence?"

## Laura's Set Score

Hollywood, May 2. Total of 43 sets, the highest number in the film of days will be used in the pre-war film "Laura," starring Gene Tierney at 20th-Fox.

Sets depict various scenes of New York and New England.

## Carson's Co-Star Spot

Hollywood, May 2. Warners handed Jack Carson the starring role opposite Russell in the forthcoming comedy, "Roughly Speaking."

Flamingo starts as Carson finishes his current chore in "Dough-gifs" on the same lot.

## Authors Prefer Selling Outright

To Pix, Waive %

New thought in play deals is for flat sums, rather than on a participation interest. Some agents, playwrights and studios are wondering if the government may not ultimately take percentage deals, hence the flat terms.

Columbia paid around \$300,000 for "Jacobowsky and the Colonel," topping Warner Bros. Col. "The Great Dictator" has already been sold, and is presently preparing in "Okla-homa," the film company has already sold the same deal.

Top flat price for a letter to date is the \$350,000 paid by 20th-Fox for Ruth Gordon's "Over 21."

## MONO WINDING UP '43-44 PRODUCTION SCHEDULE

Hollywood, May 2. Production at Monogram wound up of its feature work on the 1943-44 program either completed or before the camera. This does not include the westerns, which have been delayed by weather and transportation problems.

Features still to roll are "Murder Men," "The Married Man" and "The Girl Next Door." The latter is being produced by "Alaska," "Are These Your Parents?" and "Three of a Kind."

## TOA of N. Y. Resolves Vs. Televis Inroads

The Independent Theatre Owners Assn. of N. Y., headed by Harry Clarke, has taken a stand against the booking number coming around 115 theatres and has long fought against the perceived danger.

President over by Brandt, the TOA members passed the following resolution: "Professional Association of Motion Picture Exhibitors."

It resolved that the Independent Theatre Owners Assn. of N. Y. be unalterably opposed to producers or distributors of motion pictures allowing any of their product to be used for television production in any way, shape or manner, inasmuch as the Independent Theatre Owners Assn. of N. Y. is a non-profit organization.

In an accompanying resolution, it was decided to send a copy of the decision to all "such producers and distributors of motion pictures."

## Writer Sues Goldwyn For 'Ranting' at Him

Los Angeles, May 2. Don Hartman, film writer and director, has filed suit for \$60,000 against Samuel Goldwyn, claiming the producer "raved and ranted" at him from a group of actors during the filming of a picture March 30.

Plaintiff also asked the court to cancel his contract for the next four years, on the ground that he didn't get the "respect, consideration and courtesy consistent with his position in the motion picture industry."

## Eather Finally Makes It

Signing of Esther Fernandez, Mexican screen actress, for a role in "Two Years Before the Mast," a Paramount production, by Buddy De Sylva while visiting in New York, was announced by the studio.

Now she's back at the same time with a definite assignment for "Before the Mast."

# M-G Launches Annual 200G Novel Award After Revising Contest Plan

## Dr. Wassell at 50%

Though sales policy has not yet been set except that the picture will be sold independently rather than as a block, Paramount is now preparing planning to ask 50% for Cecil B. DeMille's "Dr. Wassell," which is slated for release in N. Y. in 1945.

It is expected to be marketed at regular, rather than advanced admission scales.

Par is selling "Lady In The Dark" at a straight 50% but not at boosted box office prices.

## Clark Hopeful of Early Solution

Having a brief session with decree distributors Friday (28) preparatory is laying plan for a meeting with company heads, Tom C. Clark, assistant attorney general in charge of decrees, will meet with the return to N. Y. for the conference early next week. At that meeting Clark will have a decision as to provisions which will go into a new agreement, if there is to be one.

Clark, who was in N. Y. last week attending the eastern regional conference of U. S. attorneys, has not indicated whether the district is a satisfactory decree are good but, including arbitration, will be reached.

Now, there has been no official indication whether the district is prepared to yield or whether the decree is a decision, whether the district has been recently mulling the decree proposals carefully, is willing to grant concessions in order to avoid prosecution of the antitrust suit.

Although resigning as v. Warner Bros., Clark has been asked to sit as liaison between the Dept. of Justice and the decree districts. He has been working from the beginning of the decree negotiations in addition to representing WB in framing of proposals.

## SOPEG Wins Right To Deal With Fox (N.Y.) As NLRB Nixes IA Move

Path was cleared toward negotiation of a contract between the Screen Actors Guild and the 20th-Fox N. Y. exchange covering frontliners employed on Monday (1) and pending National Labor Relations Board to take action on a petition of the International Alliance of Theatrical Stage Employees, which sought jurisdiction.

Although SOPEG won over the IA at an election sometime ago, the IA has since now been in the picture. SOPEG maintained before the NLRB that the IA request for jurisdiction was improper.

Basic contractual conditions covering not only the 20th-Fox exchange but also the N. Y. branch of the National Labor Relations Board and United Artists, all along the same lines, are now before the War Labor Board.

Following one hearing before an arbitrator of three days, SOPEG is attending any further meetings, Paramount and the Screen Office & Professional Employees Guild, N. Y. branch, and white-collar workers in the home office and music subsidiaries, are meeting to reach a settlement between themselves.

Although SOPEG won over the IA at an election sometime ago, the IA has since now been in the picture. SOPEG maintained before the NLRB that the IA request for jurisdiction was improper.

## Gourfain to Coast As Connie Bennett Aide

Harry Gourfain, formerly show producer at the Capitol and now in New York City, is slated for Hollywood Friday (28) to assume new duties as associate producer of new pictures for Constance Bennett.

Juliet Albert is general manager of the Bennett enterprise.

Minus several proposals which routed strong opposition among all other major studios, a minimum of first franchised, Metro is launching its annual novel award on a basis which appears to be meeting general approval in the trade.

Publishers and agents may submit their names for consideration, companies at the same time as to Metro but on the condition that the others cannot have access to the award until Metro advises whether manuscripts are in line for the award.

Under the original plan discussed no manuscript could be submitted to any other film company until after the Metro award were announced.

Among other changes in the original plan of the award, the annual award will be confined to works of fiction. Further, the "escape clause," which allowed one to select a book for the award, pay the minimum of \$25,000 and then not film the book, is not part of the plan.

Under the official, final plan, Metro will pay the winning author as much as \$175,000, a minimum of \$125,000. In addition, the publisher of the winning novel would receive cash and a book for a total of \$200,000. Only previously unpublished novels accepted for publication.

The judges will be Harry Hansen, literary critic of the New York Herald Tribune, and Sidney Franklin, Metro producer.

Closing date for entries is July 7, 1944. The award will be presented at a reception, final consideration will be held through Aug. 15 but others will be held for longer than 2 days at the outside.

Metro will also pay the author 20c for each copy sold over 50,000, up to 300,000, within 18 months after publication.

John Scott Mabon, formerly of the Atlantic Monthly, is in charge of the award negotiations for Metro.

## FINDS WAR WORKERS NEED PIX THEATERS

Washington, May 2. There is an acute shortage of picture theatres in a number of spots in Southern California, George W. Murphy, executive director of the War Relocation Authority, reported in a report to the War Relocation Authority, reported in a report to the War Relocation Authority, reported in a report to the War Relocation Authority.

On the other hand, McMurphy said that the War Relocation Authority was in good shape in the Pacific northwest with little need for more theatres.

## Resist Uped Rental Ideas of Newsreels

Demands of several newswreel companies for upped rentals from newsreels, which they have been requested to assist. Basis of refusing higher rates is the newswreel exhibitors' contention that the newswreel is about 200 feet shorter and has too much torn-up material from the war fronts.

Reels run shorter because of war-torn material. The newswreel is about 200 feet shorter and has too much torn-up material from the war fronts.

## U Directors May Cut First Melon of '43

Meeting of Universal directors tomorrow (2) is slated to be held in financial circles because of the chance that a dividend may be declared. If declared, it would be the first this year, none having been paid on the common since the \$1 paid last year.

It is possible that 40c might be declared since this is the first time since late last year or in June, 1943, that a dividend has been paid.

If the same policy is followed as in 1942, however, the first divvy would be paid in June, 1944. U officials know fairly well the net profit for the fiscal year ending in October.

*You never read anything like this in your*  
**MOVIE OF THE WEEK:**

"**H**arry Lillis (Bing) Crosby is the world's most famous crooner. Since the 1920s...the songs he has sung have been redolent of a whole era. In the process he has become an American institution. But up until this week, with the release of Paramount's *Going My Way*, Bing Crosby has remained essentially just a crooner.

"*Going My Way* launches him on a career as an actor who is only incidentally a crooner. As Father 'Chuck' O'Malley, a high-spirited young priest who has been assigned by his bishop to straighten out the tangled finances of a Catholic parish in the New York slums, he gives a performance that is as warm and friendly and unpretentious as his personality...

"Leo McCarey...directed *Going My Way* reverently without making it mushy with sentimentality. In it he preaches no sermon, pro-

pounds no theological dogma. The result is a fine, human movie...

"Possibly influenced by his superlative performance, Paramount executives hastened to sign Crosby up for a new contract which would last 10 years and be conspicuously free of the usual Hollywood options.

"*Going My Way* is not just all Crosby and nothing else, however. For, sharing acting honors with him, if not star billing, is a wonderful Irishman named Barry Fitzgerald, who plays the part of Father Fitzgibbon, the crotchety old pastor of St. Dominick's parish which Father O'Malley must rehabilitate. His performance is one of the half-dozen finer things seen in motion pictures as they complete their first 50 years. Pervading it are the soft chuckle of Irish laughter, the sad searching loneliness of old age and the beautiful simplicity of true faith."

Paramount

**LIFE**

(From the May 1st Issue)



By Johnny Burke and  
Jimmy Van Heusen  
"DAY AFTER FOREVER"  
"GOING MY WAY"  
"SWINGING ON A STAR"

*Going My Way*

with  
**BING CROSBY**  
**BARRY FITZGERALD**

Frank McHugh • James Brown • Jean Heather  
Gene Lockhart • Porter Hall • Fortunio Bonanova

and **RISE STEVENS**  
Famous Contralto of Metropolitan Opera Association

**B. G. DESYLVA**, Executive Producer

Screen Play by Frank Butler and Frank Cavett

Produced and Directed by **LEO McCAREY**

**URGES YOU TO WATCH THE WORLD PREMIERE AT N. Y. PARAMOUNT TODAY!**

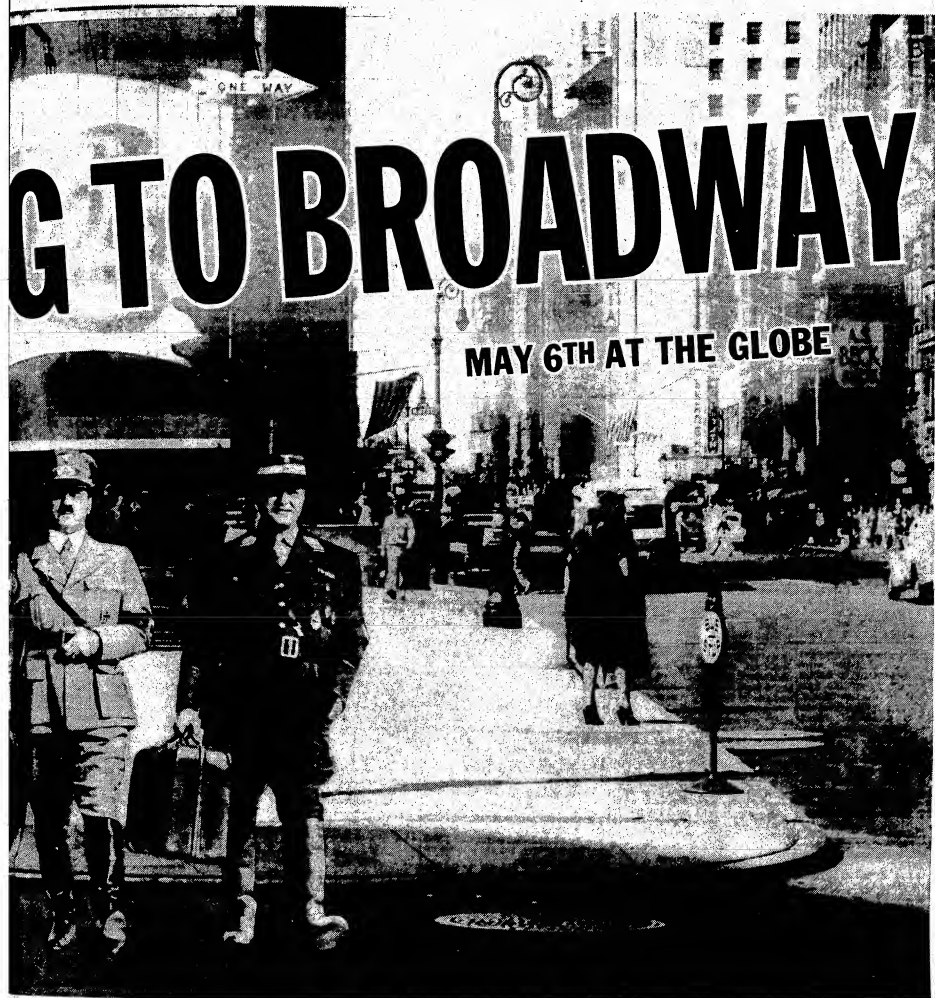




# The Hitler

B. G. DESYLVA, Executive Producer • Directed

Written by Frances Goodrich and Albert Hackett



# Gang

by JOHN FARROW

"Paramount's  
'The Hitler Gang' is worth  
a million words. If you  
didn't know it was all true,  
you wouldn't believe it."

—WALTER WINCHELL





**Attention** *VARIETY* **Readers!**

**THE BIGGEST  
SHOW IN THE  
HISTORY OF  
THE  
PALACE  
OPENS MAY 10<sup>TH</sup>**

  
*This way please* <sup>3</sup>

# THE MUSICAL SHOW OF S

Their Songs, Dances, Laughs and Rom

*Eddie* *George* *Joan*  
**CANTOR · MURPHY · DAV**

# SHOW B



**SONGS YOU CAN'T FORGET:**  
 "It Had To Be You" • "Whoopce"  
 "I Don't Want To Get Well"  
 "Dinah" • "I Want a Girl"  
 "Alabama Bound" • "They're  
 Wearing 'Em Higher in Hawaii"  
 and that new hit  
 "You May Not Remember"

PRODUCED BY **EDDIE CANTOR** DIRECTED BY

# SHOWS AND SHOW FOLK!

Dances From Burlesque to Big Time!

*Nancy* *Constance*  
**IS · KELLY · MOORE ·** **WITH Don DOUGLAS**

# USINESS

WHERE ELSE FOR THE SPECTACULAR  
 WORLD PREMIERE THAN THE SHRINE  
 OF ALL SHOWDOM...**THE PALACE!**...

Gala opening Wednesday, May 10, at New York's  
 most famous theatre, the house where show  
 business reached its zenith, and whose walls have  
 echoed the talents of more great stars than any  
 other spot in the world!



**WIN L. MARIN**

Screen Play by Joseph Quillen and  
 Dorothy Bennett - Story by Ben Gruntz









# WARNER

## THIS WEEK FOR THE 20

## SHOWINGS OF WARN

## "ADVENTURES OF M

STARRING  
FREDRIC

MARCH  
ALEXIS  
SMITH

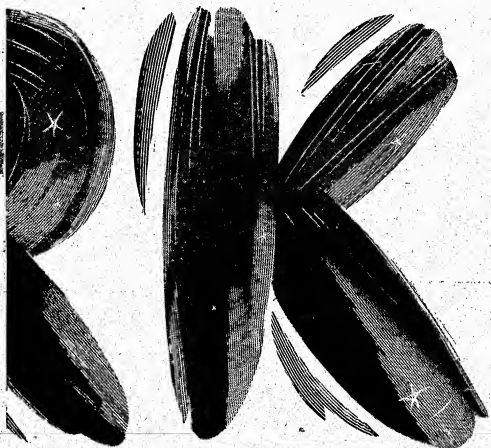
With

DONALD CRISP • ALAN HALE  
C. AUBREY SMITH • JOHN CARRADINE • BILL HENRY  
ROBERT BARRAT • WALTER HAMPDEN • JOYCE REYNOLDS  
Produced by JESSE L. LASKY • Directed by IRVING RAPPER  
Screen Play by Alan LeMay • Adaptation by Alan LeMay and  
Harold H. Sherman • Additional Dialogue by Harry Chandler.  
All biographical material based on works owned or controlled  
by the Mark Twain Company, and the play "Mark Twain" by  
Harold M. Sherman • Music by Max Steiner

Jack L. Warner, Executive Producer



# TWIN



SIMULTANEOUS  
TRANSCONTINENTAL SHOWING



ADVANCE ENGAGEMENTS  
AT ADVANCED ADMISSIONS



**O ADVANCE**

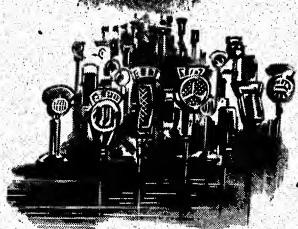
**ER BROS.'**

**ARK**



ARE YOU LISTENING SHOWMEN?

WADC...AKRON WOKD...ALBANY WFBG...ALTOONA WFBZ...BALTIMORE WBZ-WBZA...BOSTON WKBW...BUFFALO  
 WMT...CEDAR RAPIDS WCHS...CHARLESTON KFBC...CHEYENNE WMAQ...CHICAGO WCKY...CINCINNATI  
 WTAM...CLEVELAND WBNS...COLUMBUS WTBD...CUMBERLAND WHIO...DAYTON KFEL...DENVER KSO...DES MOINES  
 WERC...ERIE WGBF...EVANSVILLE WOWO...FORT WAYNE KMJ...FRESNO WOOD...GRAND RAPIDS  
 WTAQ...GREEN BAY W TIC...HARTFORD WJEJ...HAGERSTOWN WHP...HARRISBURG WFBM...INDIANAPOLIS  
 WJAX...JACKSONVILLE WMBH...JOPLIN KZO...KALAMAZOO WDAF...KANSAS CITY KFWB...LOS ANGELES  
 WHAS...LOUISVILLE WREC...MEMPHIS WTMJ...MILWAUKEE WSM...NASHVILLE WSMB...NEW ORLEANS  
 WABC...NEW YORK WTAR...NORFOLK WKY...OKLAHOMA CITY KOIL...OMAHA KYW...PHILADELPHIA  
 KTAR...PHOENIX KDKA...PITTSBURGH KOIN...PORTLAND  
 WPRO...PROVIDENCE WRVA...RICHMOND WDBJ...ROANOKE  
 WHAM...ROCHESTER KMOX...ST. LOUIS  
 KGB...SAN DIEGO KFRC...SAN FRANCISCO  
 WGY...SCHENECTADY WSYR...SYRACUSE  
 WFLA...TAMPA WBOW...TERRA HAUTE  
 WTOL...TOLEDO KVDA...TUCSON  
 KVOD...TULSA WOL...WASHINGTON  
 WVVA...WHEELING KFH...WICHITA  
 WOEL...WILMINGTON  
 WTAG...WORCESTER  
 WNAX...YANKTON  
 WORK...YORK



**NEVER, NEVER ANYTHING LIKE  
 WARNERS' NATION-WIDE  
 LOCALIZED 5-SHOW  
 'MARK TWAIN' BROADCASTS!**

*Here's History!* For the first  
 time!—A series of five 15-minute  
 radio shows, Warner created  
 and Warner sponsored, featured  
 ahead of every engagement!  
 Programs carry specific local  
announcements! In addition, sta-  
 tion-break messages, and other  
 big localized radio promotions  
 as never before!

THE SCALE ON WHICH WARNERS PRODUCED 'MARK TWAIN'  
 HAS BEEN MATCHED BY THE WAY IN WHICH WARNERS  
 INTRODUCED 'MARK TWAIN!'





SOME  
FACTS  
ABOUT  
THE  
FIRST  
100  
DAYS  
OF



# THE SONG OF

ONE OF THE GREATEST BOX-OFFICE PICTURES OF ALL

- ... 5,000,000 people have seen it in 120 openings!
- ... from coast to coast it has broken record after record!
- ... more than 600,000 admissions have already been paid at the Rivoli, New York— all-time attendance record!
- ... it has won five Academy Awards!
- ... currently in Detroit, it has more than doubled biggest previous 20th gross!

# BERNADETTE

27 weeks playing time in Los Angeles!

15 weeks in New York—and still going!

7 weeks in Baltimore, Philadelphia, Chicago!

4 weeks in St. Louis!

3 weeks in Denver, San Francisco, Milwaukee, Washington  
...and many current engagements will set new long runs!

TIME ... *and of course from*

20<sup>th</sup>

CENTURY-FOX



## Film Reviews

Continued from page 23

## Pardon My Rhythm

the adventures of talented youth, musical end lifts style story to set picture through its average dual support in the program ratings.

Gloria Jean has adolescent romance with Red Torne, who's a hot drummer and organizer of a kid orchestra which participates in a national radio contest. Bob Crosby hears the youngsters and Marjorie Weaver turns on glamour to get him under contract. Jealous Gloria Jean swings into action by teasing her playwright father at Miss Weaver, generating confusion via series of episodes conveniently set up by the scripters. Torne sings out of it to retain the band to win the contest.

Gloria Jean and Miss Weaver tap-dance two songs each, with Bob Crosby creating the standard, "I'll See You in My Dreams," and providing the musical background with his orchestra. Young Torne gives out with some hot rhythm displays on the drums that will catch attention of the juve trade.

Cast is resuscitated by haphazard script, which director Felix Fajst cannot aid. Gloria Jean is okay in top spot; with Torne showing surprising camera presence for a newcomer. Crosby is good as himself, and support is adequate. **C**

## Arturo Toscanini

Paramount has chosen Motion Picture Bureau at United Artists to produce, directed by Elio Petri. Features Arturo Toscanini, conductor, and a cast of 200. Supporting cast includes: Frank Sinatra, John Hodiak, and a cast of 200. Supporting cast includes: Frank Sinatra, John Hodiak, and a cast of 200. Supporting cast includes: Frank Sinatra, John Hodiak, and a cast of 200.

This musical documentary, first of its kind, is a stirring film—Arturo Toscanini's musical tribute to democracy, and a musical summation of his long fight against fascist tyranny. A film study of an NBC Symphony orchestra performance of Verdi's "La Forza del Destino" overture and Verdi's "Hymn of the Nations" at Studio 80 in N. Y., interspersed with shots of Toscanini at his Riverside, N. Y., home, this gives a nar-

ratio the chance to describe briefly the maestro's long struggle against oppression. Cantata travels around as orchestra plays, giving tape shots, getting closeups of the maestro and solo players.

"Verdi Hymn" is in Tosca's adaptation of Verdi's 18th-century cantata of France, England, Russia and U. S. "Internationale" is used for Russia, but still being the Soviet anthem at the time the maestro did his recording. Tosca Jan Peters and the Westminster Choir at Princeton, N. J., assist in the "Hymn." Peters singing brilliantly with a thrilling overall effect of the "Hymn" and concluding anthems. Sound track is clean, with chorus and orchestra in line blend.

All artists contributed services free. Film was produced by OWI for use overseas, but it may be released in the U. S. later. The Treasury trying to get it in time for the 5th War Loan drive. English and Italian versions now in use, with 20 other languages planned later.

## Jam Session

(MUSICAL)

Exquisite images of home, Irish production, stars Ann Miller, producer Joe Rocco, and a cast of 200. Supporting cast includes: Frank Sinatra, John Hodiak, and a cast of 200. Supporting cast includes: Frank Sinatra, John Hodiak, and a cast of 200.

"Jam Session" recently furnishes band music to piece the hepatica and, on the strength of its six bands, should fit into the nude duality.

Dull story deals with small-town guy who wins trip to Hollywood in local dance contest. There she meets a film writer, gets involved many

missteps, but finally lands both a job and the writer.

The six bands which are dragged in, perform a duet in rhythmic fashion. Pick Pipers sing one ditty and Sam Wyer warbles "Brazil" in an appealing manner.

Ann Miller does well in the final dance routine, and attempts to inject interest in the trivial plot, while Alex Barker is likable and pleasing as the bash writer. Rest of the cast adequate.

## 4,000 THEATRES SO FAR PLEDGED TO M-G'S 20TH

Close to 4,000 theatres have so far pledged to cooperate in Metro's 20th anniversary week of June 22-28 by showing a Metro film of some kind.

Among those most recently sending in pledges were 13 Paramount theatre affiliates, representing a total of 706 theatres throughout the country, and 31 independent operators representing 468 theatres.

## RKO's "Comrade Sam" Kays Into Capitol, N. Y.

"Comrade Sam" Ginger Rogers starred with RKO, goes into the Capitol, New York's Broadway flagship first week in June with Sammy Kaye and his band on the stage, plus other acts not yet set. Booking follows "Gashlyt" Metro release, which starts May 3 at the house for at least four weeks with Phil Spitalny and his all-girl orchestra on the stage.

"Comrade" originally was slated for a January booking, at RKO's Palace on Broadway, but following exhibition of the film in the Los Angeles area, studio changed ending of picture and it's been on shelf since.

## Rapper Directs Bette

Hollywood, May 2.

Irving Rapper shifts from the suspension to the railway roll at Warner's to direct the Bette Davis starlet, "The Corn Is Green." Understood Miss Davis' insisted on Rapper as pilot of the picture.

Production starts at about 10 days, runs the total of films at work on the Burbank lot to nine.

## Inside Stuff—Pictures

William Cardinal O'Donnell, who died in Boston last week, was reported to have been the wealthiest Catholic prelate in the world. He was the recipient of \$6,000,000, half of which came from the late B. P. Keith, former vaudeville czar, the balance being donated by the owner of O'Sullivan news.

The Keith gift was principally in the form of RKO stock and is said to have inspired Joseph P. Kennedy to enter show business. He having been the Cardinal's financial adviser. Last theatre activity by Kennedy was as banker of "Another Love Story," which just missed making the grade at the Fulton, N. Y., early this season.

New marathon record for title-sharing was established by Angela Pictures, starting with "The Shooting Party," a tale by Cleeve. It sounded like a western, so it was changed in "The Moon Their Mistress," which was dunked when the Hays office objected to the word "Mistress." For a time it was "Strange Confession," but somebody told the producers it might be confused with a pulp mag. Next entry was "Goodbye My Love," which was too close to RKO's "Paradise Valley." Now it is awaiting release by United Artists as "Summer Storm" unless there is another change in the next six weeks.

The script for the stage version of "Men of Mayknoll," best seller written by the Rev. James Keller, M.A., and Meyer Berger, of the N. Y. Times, has just been completed. Four companies have inquired about picture rights, radio offers have been made and a Hollywood actor has asked to take the part of Father Bernard Meyer, M.M., for stage, screen and radio productions. So the News Service of the National Catholic Welfare Council reports from New Orleans in a story appearing in Catholic papers.

When Arthur Schwartz, now a Warner Bros. producer, left Columbia Pictures, he acquiesced to non-advertising on his Col. pictures and, as a result, his "Cover Girl" production received no Schwartz mention in the trade ads, although properly credited on the screen. Lou Bachman, another ex-Col. producer, is also now at WB, and likewise denied himself ex-Col. ad billing for "Once Upon a Time," which he produced.

Unconsciously or otherwise, the slack staff at a major studio pulled a fast one in its snow-white buildup of a contracted figure. In part, the inflation says: "She has posed for district ads, but she doesn't smoke. She has posed for liquor ads but she doesn't drink. And she has also posed for soap ads."

With Paramount already having booked "Memphis Belle," four-reel OWI news, which is selling on a non-profit basis, into 8,000 theaters, Bureau Balaban, president of Fox, has reserved a letter from General H. H. Arnold, of the Army Air Force, in which he expresses personal appreciation for the job being done.

Longtime friendship between Louis B. Meyer and Archbishop Spellman is known to the showman's intimates, and this it was only fitting that the prelate's book, "The Risen Soldier," should be filmed by Metro. Book has sold some 40,000 copies to date.

Tough guy, who functions as assistant director on a major lot, earned his toughness too far when he tried to handle a bunch of Navy boys as if they were ordinary extras. When he got too hot, the sailors cooked him off with an involuntary bullet in the studio lake.

## BROADWAY STARS

## SWEAR BY

WORLD-FAMOUS FOR COLOR ORIGINALS IN NAIL ENAMEL AND MATCHING LIPSTICK

AS PROVED BY RECENT INDEPENDENT SURVEYS



*Columbia Pictures*  
*announces*  
*the PREMIERE in 51 Cities*  
*... of a most important*  
*motion picture*

Portland, Me.	Portsmouth, N. H.
Lawrence, Mass.	Bellows Falls, Vt.
Providence	Hyannis, Mass.
Sacramento	Harwichport, Mass.
San Francisco	Chatham, Mass.
Stockton	Milford, Mass.
Detroit	Plymouth, N. H.
Boston	White River Jct., Vt.
Springfield, Mass.	Lebanon, N. H.
Gloucester, Mass.	Hanover, N. H.
Waterville, Me.	Dover, N. H.
Greenfield, Mass.	Lowell
Brattleboro, Vt.	Burlington, Vt.
Fall River	Presque Isle, Me.
Buffalo	Concord, N. H.
Lewiston, Me.	Sanford, Me.
Augusta, Me.	Hartford
Fitchburg, Mass.	New Haven
Haverhill, Mass.	Eureka, Cal.
Manchester, N. H.	Modesto, Cal.
Nashua, N. H.	Maysville, Cal.
Claremont, N. H.	Klamath Falls, Ore.
Keene, N. H.	Fresno
Sr. Albans, Vt.	Berkeley, Cal.
- Rochester, N. H.	Oakland
New Bedford, Mass.	

*May*  
*6<sup>th</sup>*

ACADEMY  
 AWARD WINNER  
**PAUL LUKAS**

KLEINSTEIN GALLERIES  
 SAN FRANCISCO, CALIFORNIA, U. S. A.  
 EST. 1914

**Address Unknown**

with  
 CARL ESMOND - PETER VAN EYCK  
 MADY CHRISTIANS - MORRIS CARNOVSKY  
 and introducing  
**K. T. STEVENS**

Screen Play by Herbert Dalmas - From the best-selling  
 book and READER'S DIGEST story by Kressmann Taylor  
 Produced and Directed by  
 WILLIAM CAMERON MENZIES  
 A COLUMBIA PICTURE





# Bewitching

HER STRANGE  
BEAUTY LED  
HIM TO INVADE  
THE UNKNOWN...  
THE FORBIDDEN  
SECRETS OF LOVE...  
AND LIFE!

An inescapable Fate  
awaited her...ruled  
by the will of a bril-  
liant scientist crazed  
by unconquerable  
desires!

VERA HRUBA RALSTON  
RICHARD ARLEN  
ERICH VON STROHEIM



# THE Lady AND THE Monster

with  
HELEN VINSON • SIDNEY BLACKMER

GEORGE SHERMAN, Director • Based on the novel "DONOVAN'S BRAIN" by CURT SIODMAK • A REPUBLIC PICTURE

Screenplay by Dane Lusnier • Frederick Kohner Based on the novel "Donovan's Brain," by Curt Siodmak

## State, N. Y.

Mitch Ayres Orch (16) with *Stella Strain, Johnny Bond, Dick Dyer, Gus Van, Caloway, Joe Yacovelli, Coley Wood, Gus Van, "This Is the Life" (U).*

State show this week is long, but not much. Much of the orchestra, conducted by Stella Strain and an orchestra musician, is really good. The first test date here. Ayres is in the Army. If the idea of Miss Strain's conducting is to be continued, it will continue. If not, it will disappear.

For a test date, Miss Strain isn't presented well. She plays a lot of songs, for a female soloist, and seems to know what she's doing, although she's not a singer. However, she is allowed to prove her horn ability until too late in the show for the audience to regard her as anything more than another job leader. And after she sings "Body and Soul," very nicely she's immediately followed by Johnny Bond in a trumpet bit and comedy session. Too, as cited above.

State show carries the burden this time. The audience participation is a factor. Milton Sloser gets crowd in good cheer with an organolike, in which he wins up with some wiggles. Sloser is a personality and a musician. He is a personality with Max Zinder leading the Kauffman band. I took Harry Felton's music to be a good one. He is a personality, but when he finally got into the act, he was a good one. He is a personality, but when he finally got into the act, he was a good one.

Ayres' combo, composed of four trumpet, two trombone, and three rhythm, is a neat outfit, fitted with good arrangements, and with good music. The first test date here. Ayres is in the Army. If the idea of Miss Strain's conducting is to be continued, it will continue. If not, it will disappear.

For a test date, Miss Strain isn't presented well. She plays a lot of songs, for a female soloist, and seems to know what she's doing, although she's not a singer. However, she is allowed to prove her horn ability until too late in the show for the audience to regard her as anything more than another job leader. And after she sings "Body and Soul," very nicely she's immediately followed by Johnny Bond in a trumpet bit and comedy session. Too, as cited above.

Gus Van comes, getting his finale stop over in neat fashion. He sings in out of past and present melodies and sandwiches in good parts, some of which, as he explains, are so old they're new. Big okay.

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that merits and gets enthusiastic response.

The troubadours have enough music left for songsters Frances Wayne whose numbers are well chosen, Caloway, Joe Yacovelli, Coley Wood, Gus Van, "This Is the Life" (U).

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# XAVIER CUGAT

**Smashes**

**ALL**

**Existing Records!!!**

**WHILE AT THE NEW YORK**

## PARAMOUNT

**ATTENDANCE**

# 1,040,000

**GROSS**

# \$790,000

**LONGEST ENGAGEMENT**

# 10 WEEKS



### NOW ON PERSONAL APPEARANCE TOUR

May 11, RKO Boston  
May 19, Riverside, Milwaukee  
May 26, Oriental, Chicago

June 2, Downtown, Detroit  
June 9, Albee, Cincinnati  
June 16, Palace, Cleveland

Opening June 23 at the Waldorf-Astoria's Starlight Roof for 4 weeks

Appearing with the Mexican Symphony in August as Guest Conductor for 5 Weeks

Reporting to M-G-M Sept. 15 ... Ready to work on a new picture.

Broadcasting For  
**DUBONNET**

Every Wednesday Nite Mutual—Coast-to-Coast

Exclusive COLUMBIA RECORDS

Dir.: M.C.A.

Exclusive M-G-M Artist



# THE RADIOMART

## Paging Mr. Einstein

CAB (Crossley) has worked out a system for computing ratings on Eastern programs broadcast between 10:30 and 11 p.m. (EWT), surveyed by what it calls the "equivalent of a telephone coincidental technique."

Here's how they explain it:

1. Divide the coincidental rating in the Central time zone by the day-part rating in the Central time zone, i.e.,

$$\text{coin. CWT} + \text{day-part CWT} = X$$

2. Multiply the day-part rating in the Eastern time zone by X.

Add this adjusted rating for the late hour programs in EWT to actual coincidental rating for the same programs in the balance of the country in its proper weight.

It SHOULD have waited!

## P&G-Blue 'Lend-Lease' Arrangement New Twist in Sales Technique

Unusual deal worked out between the Blue Network and Procter & Gamble, which has purchased the 12 (noon) to 12:30 spot effective July 6, is seen as possibly inaugurating a new "lend-lease" policy in programming.

P & G is taking over the network-produced quiz-show, "Ladies Be Seated," created by Ed East, and currently a 2:30 p.m. across board sustainer. The web, however, has steadfastly refused to yield the rights to the production. However, it has agreed to lend-lease the show to the sponsor until next Jan. 3, when it reverts back to the Blue.

Thus P & G takes over "Ladies" to warm up the noon-time spot while it builds its own program along similar lines. Important considerations beneficial to the sponsor are seen stemming from such a lend-lease deal, however, since it will have the effect of identifying the sponsored product with "Ladies" even after it reverts back to the network as a sustaining show or takes on another trademark.

## Wide Horizons In Blackout

Clouds which partially obscured NBC's "Wide Horizons" with the dropping of two weeks of its Sunday night television show, W2XWY-Dakota, N.Y., gave way to blackest night yet when it was learned the WOR-Mutual Radio Dowling canceled status heard Sunday afternoon also as on the way out. "Horizons" completely disappears as of May 28.

Dowling, it's understood, will bow off before final stanza with Casey Jones in its place on the show, taking over for a couple of hours from the West Coast. Aircraft Society's program, which has street sales appeal to listeners, but it's reported the outlet succeeded in getting a juicy war contract as a result of their other efforts which were stopped through Cecil & Presbury.

## Mary Margaret M'Bride To Air From Garden, N.Y.; May Go Full Web

Mary Margaret McBride, WEA, N.Y. interviewer, takes over Madison Square Garden radio to celebrate her 40th anni on the air. The 12 p.m. stanza will originate from the sports center and will be carried as a fashion show from 2-3 p.m. Idea for the Garden presentation grew out of crowd of over 20,000 that turned out for Miss McBride's second anni celebration held in Grand Central Palace, N.Y. Current celebration will be emceed by Fred Waring, who has performed the same anni there since the Palace show. In those when Miss McBride has interviewed on her program are expected to appear with possibility that later will be extended to total network.

Garden occasion will also be used to promote new drive for war relief. GARDEN, WEA, SPARS, Marines and nurses.

## McCray Vice Wright

As NBC program mgr., Thomas McCray becomes executive producer of NBC's "Night Flight," succeeding Wynny Wright, who recently resigned as the network's production manager at the same net.

Wright was with WTIC, Hartford, and the radio division of the Office of Censorship in N. Y.

## New WMC Ruling Break for Agcys.

New ruling handed down by the War Relocation Commission gives agency production men some relief, essentially as those with new agency contracts, agency execs are breathing more easily, since a number of key writers, directors and producers are being sent to Japan and were subject to call pending clarification of the "over 26" situation.

Disturbance drawn earlier by CBS between web production men and those in agencies had provoked considerable squawking in some quarters, the position being taken that agency men are rendering the same contribution as draft-exempt network men.

WMC points out that agency men subject to call still must apply for official certification, with all requirements being made upon request after study of the cases.

## NBC's Air Ministry

### Buildup Air Awards

### To Summer Institutes

NBC and the Congressional Christian Churches will award five fellowships each year to ministers in the active pastorate. Ministers will be selected from cities where NBC has active programs and owned by the network. NBC's Summer Institutes at the University of Chicago, Stanford U. and U. C. awarded to an outstanding seminary graduate by the Chicago Tribune Seminary. This one certifies a \$1,000 stipend plus attendance at one of the summer institutes and subsequent training to work for the remainder of the year on the staff of one of NBC's stations. All letters of recommendation must reflect their ability in the radio field, religious denominational affiliations will not be a factor.

Dr. James R. Angell, NBC Public Service Counselor, will be chairman of the fellowship administration committee which also includes, among others, Dr. Everett Parker, ast. to the president of the NBC Public Service Dept., who originated the idea.

## DORIS HAVENS' WCAU EXIT

Philly, May 2. Doris Havens for the past 13 years director of audience relations for WCAU, left last week to join her husband, Harry Harpold, who recently joined the navy, following medical discharge from the Army.

## CBS OUT ON LMB BUT FM'ERS GLAD

Bombshell dropped into the ranks of the embryo television broadcasting industry by Paul W. Kesten, CBS exec v-p last, week 477 blew up on the instant with practically every other outfit now in tele production, or planning entry soon, counter-attacking with a barrage of letter officers against the web's revolutionary policy. Proposal to abandon current activities and move to higher frequencies above 200 megacycles with larger and better equipped stages (preferably in color) on the surface seems to have CBS waging a lone battle.

Close observers, however, are not overlooking the fact that the Paley web undoubtedly will be welded with open arms by the Armstrong-Damm-Shepard FM organization and that it is reason to believe that the Blue network and Mutual, hitherto stymied in tele because of no broadcasting facilities, might also join along on the "deferred but better" proposition.

A wire matter, of course, will eventually wind up before the FCC after reports of the RTPP have been "Battle Lines" drawn. Now being drawn for the real struggle over tele frequencies and other regulations which will be waged then. FM'ers up to now, have been alone in their efforts to grab lower spots on the (Continued on page 44)

## Sinatra, Sponsor Come to Grips On 'Parade Times'

Differences between Frank Sinatra and his Lucky Strike "Hit Parade" sponsor resulted in a cancellation on Saturday (29) night prior to air time. Result was that Sinatra didn't sing any of the top three songs. Situation remains tense despite denial from both sides.

According to Sinatra's spokesman, the controversy arose when Foote, Cone & Belding, on behalf of the sponsor, informed the Voice on Thursday that he would sing both the No. 3 and No. 1 tunes on the show. However, on Friday, the agency notified Sinatra that he was to sing only the No. 1 song. Later came word that the agency had decided to drop the No. 3 song.

Result was that the Voice sang only three songs on the Saturday night show when he usually does four. Sinatra marks first time in year on the show that he has sung less than five songs. Sinatra, a vocal soloist on "Love You, Love You," "I'm a Fool for You" and "Long Ago and Far Away," was, however, on hand under Mark Warron played by the "Love, Love, Love" song. CBS switchboard was swamped after the program by calls asking why Sinatra hadn't sung any of the "first three."

## COMMERCIAL TO LYONS AGCY. AS RADIO HEAD

Harry Ornstein is new head of Radio for Lyons & S. Lyons agency, after being with Rutkauf & Ryan as a vice-president. Ornstein resigned his post with Lyons & S. Lyons, a firm intricately connected, because of a preference for the talent end of the business.

He will be joined by former WCAU William Morris when R&R made him the offer. Later agency has set no appointment as yet for Ornstein.

## RKO's Newscast

RKO Radio Inc. has signed deal with NBC to sponsor the Red Hotly news broadcast Sundays, 4:55 p.m.

## Y&R Takes Action to Protect Clients From N.G. Surveys That Grow Out Of Cash-Dispensing Air Gimmick

### Are You Kidding?

To overcome the "transcription bogey," WOV, N. Y., will announce all transcriptions in rhyme. Sample rhyme goes:

"I call it saw, I conquered,"

Was Caesar's brief description. He was short-and to the point—And so is this transcription.

## Wrigley 4 Service Shows

Chicago, May 2. With "American Women," currently aired over CBS 545 to 6 p.m. (EWT) said to be replaced by the use of an all-army show during the same period, the Wrigley Radio Shows will take on an all-servicewrangler. Shows currently aired by Wrigley in addition to "American Women" are "America in the Navy" of the Army Air Force heard 6:30 to 7 (EWT) Sundays and "First Line," which dramatizes the U. S. Navy and is broadcast from 10 to 10:30 (EWT) Thursdays.

P. K. Wrigley, who announced last week that Wrigley gum would be withdrawn from the market for civilian use, is playing around with the idea of taking two half-hour nighttime spots on either the Blue or CBS, which would give the company additional air time for a show for the Marine Corps, thus giving all four branches of the service representation on Wrigley air programs. Wrigley, who originally cancelled out "American Women" April 28, and since has taken two four-week extensions, is expected to drop the CBS time in favor of two evening spots on either Blue or Mutual which would be of the spots become available.

## Forbes Switch Cues Y&R Swing Into Large Scale Video Activities

Moveover May 15 of William Forbes to Young & Rubicam from CBS, where he has been assistant to the management, marks first step in entrance of agency into video scale activities. Forbes will head the video division of the agency, which hasn't done much in the way of video work. He is being joined by John Southwell and Jack Barry, both of whom joined Y&R recently.

Reportedly Forbes turned down an offer to head the radio department at Foote, Cone & Belding at an estimated salary of \$25,000-\$30,000 per year to join Y&R.

## PHILLY STATIONS RID AIR OF TIME BROKERS

"Time Brokers," a name of a Philly radio institution, were eliminated from the ether scene entirely last week.

Last station to get rid of the "time brokers" was WFLA-TV, Tampa, which, in a letter to the agency, William Banks, notified them that their contracts would not be renewed.

Stunt used by "brokers" was to purchase a bloc of time from a station, then farm it out to other stations, a small chunk to each. Brokers dabbled mainly in foreign language programs.

### WSNY Cited

Schenectady, May 2. The Schenectady "Blood Bank" presented a certificate of merit to WSNY for the station's outstanding service in publicizing the bank's activities. Presentation was made on Jim Healy's news program.

Containing that the honest station agency are being penalized and that advertising agencies are being kidded by "meanlines" surveys," is indicated by coming among the agencies to crack down on stations that lure listeners via the money giveaway route. Reported action is just taken by Young & Rubicam, which is shifting its business from coin giveaway stations, which are supposed to such types of programs is seen as testing off a new policy that, it's hoped, will quieten many eventually rid the airwaves of what some agency execs label as "out and out gimmicks."

"Insofar as it is possible," it was stated last week by a Y & R exec, coin spots are being penalized and that advertising agencies are being kidded by "meanlines" surveys," is indicated by coming among the agencies to crack down on stations that lure listeners via the money giveaway route. Reported action is just taken by Young & Rubicam, which is shifting its business from coin giveaway stations, which are supposed to such types of programs is seen as testing off a new policy that, it's hoped, will quieten many eventually rid the airwaves of what some agency execs label as "out and out gimmicks."

Recent cancellation of the rating service by future business in the increasing growth of the money giveaway shows by many of the smaller independent stations around the country is a blight on the industry as a whole; that it is retarding the efforts of the "honest operators" who are trying to do a job; that the advertiser suffers because he still buys a rating basis on the inflated figures disclosed in surveys in Hooper and Czapley cities for the "invest stations" are meaningless, in view of the manner in which the money giveaway shows operate, there is no proof of the listening pull of these stations.

Several Class A stations in recent years have been dropping out of the saturation point of patience with their smaller competitors luring audience with the money giveaway are lining up with the agencies in an effort to abolish the practice.

## Montgomery Ward Air Treatment Brings CIO 'Fair Play' Appeal

Radio commentators found that the Montgomery Ward seizure was a real test case for the network and almost all local radio stations received wires from the CIO union in an effort to get the stations to consider the character of the issues involved and the necessity for fairness. In particular, they singled out because of the nature of Brooks Carter's commentary on the seizure, "Let's see the nature of the Argentine treatment of the democratic press. Union's protest to State Dept. has been the nature of a telephone call to Tom Slater, the net's news chief and a request we might have heard the nature of the 'Warning has left the commentators who had slammed the Government's move. Let's see whether they might have offended the proper portion of their audiences."

## Civil Air Patrol Plans 'Keep Fit' Co-op Show

Geyer, Cornell & Nesell, readying a "Keep Fit" radio program geared for youths of pre-military age, for one of its clients, Starna has been in cooperation with the Civil Air Patrol.

Present format calls for across-the-board participation with a late afternoon show, with the Blue network as the outlet.

# Chi, Minneapolis Strikes Continue Despite WLB Back to Work Decree

Washington, May 2. Striking musicians at WJZD, Chi., and KSTP, Minneapolis, failed to return to work or notify station officials as to when they would return today (2), despite a War Labor Board order for them to do so, while negotiations to settle the dispute are under way. The matter was aired yesterday (1), and the WLB decided that the final decisions shall be made by the Regional WLB setups and covered the rights of the musicians with retroactivity provisions for any raises which may come from the rulings. Retroactive benefits are to date of the expiration of the old contracts.

One of the chief issues of the case was not brought up—the union's concern with the possible unemployment of hundreds of its members due to the higher nitery tax which may close many spots. AFM is trying to create more jobs to take care of these men, and the broadcast studios seem like a good place to start.

Although nothing about this was mentioned, it became quite definite at the hearings that the question of where the union had the right to determine the number of men to be employed by radio stations was very

much in the picture. Broadcast interest in the case was reflected in the presence of NAB observers at the session.

Joseph Pedway was the chief spokesman for the Petrillo union. He said the union wanted \$30 a week for panicle turners at WJZD and at WIND, at Gary, Ind., which is largely fed by the Chicago outlet. As an alternative, he said AFM would agree to the \$70 scale for panicle turners, providing the station would hire a "reasonable number" of them, plus 10 musicians.

Spokesmen for the station argued that the strike is a violation of labor's "no strike" agreement, and argued that 25% of the station's time is given over to war effort drives, etc.

FTSP situation was somewhat different, with William H. Davis, chairman of WLB agreeing that the case is not actually a strike.

## PEARE NOW GE VEEFEE

Schenectady, May 2. Robert S. (Bob) Peare, manager of publicity and broadcasting for the General Electric Co. since 1940 and chairman of its general advertising, has been elected a v.p.

Richard Haydn's appearances on the Philco-"Variety" "Hall of Fame" show Sunday (30), with the attendant "citation" accorded the guest for his overseas performances in North Africa and elsewhere, had the War Dept. in Washington Monday (1) doing some quick checking through its USO-Camp Shows files to learn the "how, when and where" of Haydn's tour of the toothy circles. Camp Shows execs couldn't recall Haydn ever having made the trip and was curious to know whether it was "two other guys."

English comedian's 30,000 tank, the War Dept. finally learned, was made on behalf of ENSA, which is the British equivalent of Camp Shows, as part of Beatrice Little's unit.

Andrew N. McEllan, editor and publisher of St. John, N. Brunswick, is reading the first issue of the National Television Review and PM tour of the toothy circles to green someone this year. First issue of 10,000 copies will be circulated in this country, Canada and Latin America, according to prospectus. Mag will run about 50 pages, 104 by 74, and McEllan plans extensive use of photos, charts and diagrams.

National Tele Review is first Canadian entry into the tele mag which is expected to swell rapidly as soon as wartime letters on the new industries are hoisted. Dick Hubbard and Tom Kennedy recently prosecuted tele monthly to be published in N. Y.

Need of a hype for Luckies' "All Time Hit Parade" to stimulate dialer interest has brought about a change in format to allow for star inserts. Each week radio stars will be cut in on the show to build the impression that all the big names in radio are playing the game of "name the song before the song."

Bob Hope and the missis inaugurate the new policy, May 12, followed by Eddie Cantor and Nora Martin, Burns and Allen and Ed Gardner and members of his "Duffy's Tavern" cast. Pickups will be geared for laughs built around the song-guessing game. Paul Phillips, producer of the Kay Kyser show, presides over the pickups.

Wrigley Co.'s "American Women" program (weekdays over CBS) will devote next week's program to USO activities. First program next Monday (8) will highlight USO-Camp Shows overseas work, with Peggy Alexander, nitery singer and dancer, who's made four trips overseas, appearing as Camp Shows' "average" unpunctured entertainer.

Tuesday's (9) program will honor service women, with a Wave from Chicago as guest. Wednesday's stanza will stress USO's therapeutic and rehabilitation work; Thursday's, USO volunteers, and Friday's, mothers of men in service.

"Radio Research 1942-43," second in the series of volumes edited by Paul F. Lazarsfeld, director of Columbia, U. S. office of radio research, and CBS v.p. Frank Stanton, has just been published.

Book gives considerable space to daytime serials, includes a survey of radio in wartime and also deals at some length with analytical research through use of the program reaction method worked out by the editors and in use at CBS. Contributors include Helen J. Kaufman, John Gray Postman, Ernest Dichter, Hans Hertz and others.

Mutual has adopted a new policy whereby it is infiltrating all its sustaining newscasts with plugs for the web's other news shows. WOR, the net's N. Y. outlet, originally experimented with the idea, with Mutual topers finding it paying off in listener dividends, so they adopted it to full network time.

Giulio Rodeno, uncle of Lisa Sergi, commentator on WQXR, N. Y., appointed by Marshall Bogdino, member of the cabinet in the new government of liberated Italy.

## UAW'S SPONSORED SERIES

Toledo, May 2. UAW's No. 12 of the United Automobile Workers, CIO, is sponsoring a series of Sunday broadcasts, "Labor Views and News," from 12:30 to 12:45 over WTOL, beginning May 7. Philip Murray, CIO presy, will be guest on the first broadcast.

## Shouse's Post-War Aims

Cincinnati, May 2. The Crosley Corp., through James D. Shouse, v.p. and gen. mgr. of its broadcasting division, has applied to the FCC for authority to build a frequency modulation station here after the war, and is also seeking a site for a television transmitter, both operations to be with the maximum allowable power.

## THE RADIO PROGRAMS DEPARTMENT OF TIME MAGAZINE

Announces with Pleasure That

## THE WELCH GRAPEJUICE COMPANY

Through

H. W. KASTOR & SONS

Will Sponsor

## TIME VIEWS THE NEWS

4:30-4:45 E.W.T.—Monday, Wednesday, Friday

over

The 183 Stations of the Blue Network

Beginning June 5th

THE RADIO PROGRAMS DEPT. OF TIME MAGAZINE

THE MARCH OF TIME—TIME VIEWS THE NEWS

—LET'S LEARN SPANISH—APRENDAMOS

INGLES—THE WORLD AND AMERICA

## Mrs. Raymond Clapper To Both Conventions

## For Mutual Series

Mrs. Raymond Clapper, widow of the news commentator killed in a South Pacific plane crash, will cover both the Democratic and GOP national conventions for Mutual. Series of talks from Chi clappers may be sponsored.

Observers particularly on the political scene have known that Clapper always valued the suggestions and ideologies of his wife. Latter is currently collecting columns, broad-casts, memoirs, etc., of her late husband for publication.

Clapper was sponsored on Mutual by White Owl.

## Walt Bunker Takes

## On Alan Young Show

Walter Bunker, director of the Jack Benny program, has been named director of the Alan Young show for Bristol-Myers, which will place Eddie Cantor, July 5, for the summer. He will come to N. Y. from the West Coast in June, following windup of the Benny series.

Besides Young and Bea Wain, Peter Van Steeden's orch and Dan Seymour's announcer, will complete the talent.

## PACIFIC COAST

## PROGRAM NOTES

"Hear Ye, Diogenes!"—Here's the "Blue" and your search is over.

The "Blue" said two years ago:

"Breakfast at Sordis" would be a winner. "Breakfast at Sordis" would sell sponsor's products like hotcakes. "Breakfast at Sordis" would have a waiting list of sponsors.

These were honest statements of fact, not prophecy. To-day, the truth is out:

"Breakfast at Sordis" is in First Place among the nation's morning shows! "Breakfast at Sordis" is a commercial paradise with a waiting list as long as your arm.

NOW on the Pacific Blue Network is another true-blue bet!

"Who's Doing, Ladies?" has the simplest, most grooved format the radio has ever seen.

"Who's Doing, Ladies?" has the simplest, most grooved format the radio has ever seen.

"Who's Doing, Ladies?" has the simplest, most grooved format the radio has ever seen.

Believe us this time, and don't wait in line!

"Who's Doing, Ladies?" is an enduring one of the high time slots of the day... 2:30 to 3:30 P. M.

"Who's Doing, Ladies?" has more than one-half of the commercial time already sold... fifteen minute units two or three times a week are still available.

"Who's Doing, Ladies?" demands action. Get a complete presentation from your nearest Blue Network Office or...

BLUE SPOT SALES  
New York • Chicago • Hollywood  
Detroit • Pittsburgh

\*March 1944, *Vogue National Report*

PACIFIC BLUE NETWORK

## WHY CAN STAN LOMAX TURN DIAMONDS INTO GOLD?



BECAUSE baseball interest is now running as high as a drive into the bleachers. And Stan Lomax, only sportcaster on a major New York station with a seven-nights-weekly 15-minute program, is in the perfect spot to help you cash in on the baseball-diamond gold!

BECAUSE Stan Lomax now chalks up a rating more than double last year's.

BECAUSE Stan Lomax is building extra prestige and popularity with both servicemen and civilians through his deft, straightforward unceasing of WOR's Saturday Army hospital show, "This is Halloran."

BECAUSE Stan Lomax has 1000 with all the family. (Crosley, Inc. reports that of the 26 people in every 10 homes tuned to Lomax, 10 are men, 10 are sport-conscious women, and 6 are juvenile Lomax fans.)

BECAUSE Stan Lomax is now available for sponsorship on Monday, Wednesday and Friday evenings—6:45 to 7:00 P.M. on WOR. Call or write NOW!

That power-full station at 1440 B'way, New York 18

WOR





## "An enchanted coach rolled across Boston Common..."

"...and out stepped Evelyn Howe."

That's the way story books might have written about it. You see, Evelyn Howe really is the Cinderella of Boston radio.

She's the pretty miss who—out of drab nowhere—rose to sudden fame as the charming emcee of WEEI's *Five O'Clock Follies*. Through the magic of her vivid imagination and lively scripting, a WEEI studio becomes a seat on the aisle of a crowded theater...a stack of transcriptions comes to life. By her talent, the *Follies* turns into a bright musical matinee with all the spangles of a full-dress stage show.

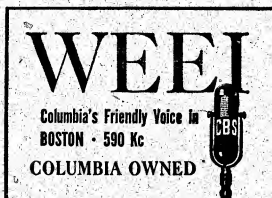
Part of the program is *truly* real. Almost every afternoon Evelyn plays microphone hostess to some top name in the entertainment field who is visiting Boston. (Among those most recently signing her guest book, you'll find Captain Glenn Miller, Glen Gray, Frank Parker, Ralph Bellamy, Gracie Fields, Jerry Colonna, Billy Rose, Spike Jones and his City Slickers, Eleanor Steber, Helen Forrest, the Andrews Sisters—in short, a list yards long.)

Evelyn Howe's charm and friendliness are the only sorcery behind her fairy-book success. Before coming to WEEI, she worked at a department store counter, sold from door to door,

appeared on smaller New England stations—developing as she went a sincere, easy manner and persuasive personality.

The same persuasiveness today works wonders with sponsors' commercials. Evelyn weaves them into her scripts, thus sustaining the lift and holiday mood of *Five O'Clock Follies* throughout. A few participations are still available, at low cost. Let us or Radio Sales show you how Evelyn Howe can use that persuasive personality to sell your product or service in WEEI's rich New England market.

Represented by  
Radio Sales, the  
SPOT Broadcasting  
Division of CBS



## Blue Earmarks 11:30 P.M. Across Board Series for Insomnia Gang

Following in wake of pitch for his-hour listening audience by comic and for agitators in 11 variety and other type shows, Blue 560 has inaugurated series of once-a-week programs each night in 11:30-11:45 p.m. slot followed by five minutes of news.

Programs are Monday, "Catholics Anonymous" (good-will drama); "Latin American" (music) featuring singer, Victoria Cordova; Tuesday's concert cast conducted by Joel Sordani with Harold O'Rourke, clarinetist, and drum, singers; Wednesday, "Rumpus Round" featuring musical and records by Johnny Olsen with a show and dance; Thursday, "A Swingin' Time" Dept. show starring Guy Lombardo and his band.

Beginning Friday, 11:30 musical program featuring Kay Aiken, the Modernaires and house orchestra will be heard each week. Program will start this week, which will be occupied by the "Insomnia Hour" originating at WOWO, Fort Wayne.

## MEYER'S \$500,000 DEAL FOR WINX

Washington, May 2.—Eugene Meyer, publisher of the Washington Post, has negotiated the purchase of WINX here. Purchase price is said to be \$500,000. Meyer originally applied for a radio license when WINX was opened, but the wave band was given to Lawrence Heller, Washington Star, now controls radio station WMAL, and Meyer is said to plan operation. If the sale is approved by FCC the publisher would use his by-line writing stars on WINX programs, build up this wave length to be a real competitor with those having network alliances.

KID, Idaho Falls, Idaho, joins Mutual network as full-time affiliate on July 1.

**'Double's' Double**  
"Double or Nothing" quizzer on Mutual will broadcast from Baltimore, May 19, in connection with anniversary celebration of the invention of telegraphy by S. F. B. Morse.

It'll be a double-double for "Double," for the chief engineer going along on the program will be—Sam B. Morse. He's a descendant of the original dit-and-dash guy.

## Calmer, Walker On

### CBS Tele Preem

CBS' story center of the current broadcast hereon, resume live video telecasts from its Grand Central building studios Friday night (9) from 8 to 10 p.m. Show will be in black-and-white and features Earl Calmer in a 15-minute news session and Dan Walker, N. Y. News gossip peddler, conducting a quiz.

Contests for latter will be Mr. and Mrs. Dick Rodgers, Pearl Davis of life magazine, Mrs. Peter O'Mark wife of CBS's engineer, and publisher Bennett A. Cerf. Singing and dancing acts will round out the bill.

## CBS Director Sees Radio Technique Still Sound When Television Arrives

A feeling that radio directors with their familiarity of sound utilization, would be the ones most prepared to step into television direction, is held by Earl McGill, the CBS director.

"The radio director must choose many factors which require instantaneous editorializing, as compared to the leisurely editorializing that exists on the stage and screen," declared McGill, "and so will be able to adapt himself to the new techniques necessary in television, more rapidly than his theatre and film counterparts. Radio is more advanced in the finer subtleties of sound, and the radio as well as the television director must concern himself with past, present and future scores, therefore making the change from radio to television a comparatively simple one."

"The actor in tele will have to be well paid for his efforts, as he will be unable to fill the number of assignments taken in radio broadcasting, if his television characteriza-

tions are to be effective," he said, "and the same casting methods used by the screen will be employed by television."

"Actors on the airways will have no difficulty in succeeding in television, as witness the success of such radio-trained actors as Dana Clark, Joan Tetzel and Slippery Homicide on the stage and screen."

## Mutual Taking Over

### Longacre Theatre, N.Y.

The Mutual Network is taking over the Longacre theatre, N. Y., under a lease arrangement made with the Shuberts. Web hopes to take over the house in June, when the current tenant, the John Golden leader, "3 Is a Family," will likely have out.

As a stop-gap arrangement, Mutual is currently using as a studio the Forrest theatre, which is also owned by the Shuberts.

## Hope, Ed Murrow Peabody Winners

George Foster Peabody Radio Awards for 1941 honored six CBS units, Bob Hope, NBC comic who has given a special award for his camp-entertaining activities, "America's Town Meeting of the Air," Blue 560's discussion forum, as the top educational program, and KYA, San Francisco, for outstanding community service by a local station via its "Calling Longshoremen" airer.

Edward R. Murrow, CBS European news chief, was "honored" for eloquent reporting of the news. The net's "Live Radio Theatre" and "Open Letter to the American People" also won a joint award as outstanding dramatic entertainment while the Cream of Wheat-sponsored "Let's Pretend" won in the children's program category.

Two regional CBS outlets won the other honors. KSL, Salt Lake City, was honored for its musical session, "Music and the Spoken Word" (Salt Lake City Tabernacle Choir) and KTNX, Los Angeles, won the award for "radioactive" community service by a regional station with "These Are Americans," designed to promote inter-racial goodwill between the Mexican and American populations of lower California.

William N. Robson, who produced "Open Letter," and Bob Hope were recipients of Variety Showmanship plaques this year. KNX also shared a Variety award for "fostering racial goodwill and understanding" with WOY, N. Y., and CKLW, Windsor, Detroit.

## COAST NEWS TEAM OFF FOR KIERNAN

Walter Kiernan, heard in the 7:30-8 a.m. news slot on the Blue, has also taken over the 8:45 a.m. local co-op sponsored newscast on the same web in the east with part of the network to be added shortly.

News commenting team of Sid Sutherland and Jose Rodriguez, who have handled the program for past several months, are on notice and will wind up their part with the web soon. Their replacement team is KECA, Los Angeles, but Kiernan will guide from N. Y.

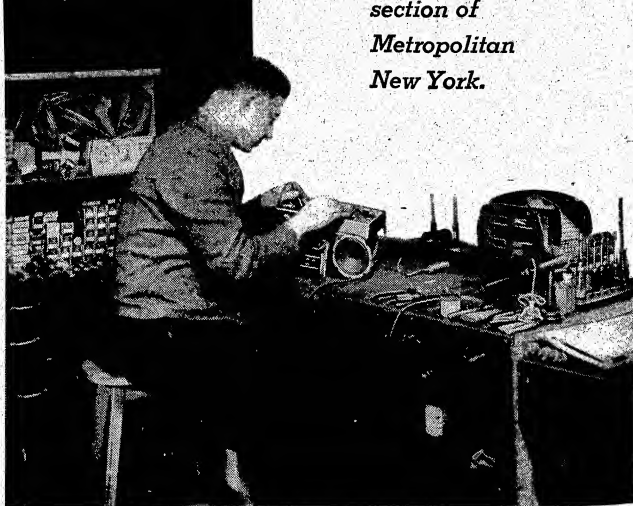
## Pencil Co.'s Air Bow With History Series

Blue Pencil Co., taking radio for the first time, has signed for a history series of 52 quarter-hour broadcasts on WQXR, N. Y., entitled "The World and America."

Starting Sunday (15), program is an answer to the growth of public interest in world history and America's part in it. Prepared and produced by the Radio Programs Dept. of Time, Inc., shows will portray U. S. history and stress impact of world affairs on America's growth.

Scripting will be Carl Carner, historian and novelist, and Paul R. Milford, author and scriptwriter for March of Time.

This Story  
of WJZ's  
Great New  
Voice in the  
World's Richest  
Market Is  
Another Reason  
Why The BLUE  
Is a Better  
Buy than ever...



# Who Knows Radio

Radio Service  
Men!...  
311 of them  
report fine, clear  
reception in every  
section of  
Metropolitan  
New York.

## RCA Stockholders Elect Hammond, Braun, Sarnoff, Harden Directors

In a season marked by general harmony aside from a few minority stockholders who sought higher dividends on the common stock, Radio Corp. of America stockholders elected four new directors at the annual meeting held in RCA building, N. Y., yesterday (Tuesday). Arthur E. Bisan, John Hays Hammond, Jr., Edward W. Harden and David Sarnoff, RCA proxy, now a colonel overseas, were elected for three-year terms expiring in May, 1945.

Although Niles Trammell, National Broadcasting Co. president, was present and answered questions about the sale of the Blue network and cost of BMI, he did not touch on the television situation because not asked by shareholders. Trammell explained that BMI costs NBC around \$200,000 a year.

General J. G. Harbord, RCA chairman, read the annual statement and announced a gain in volume of pro-

duction in the first quarter this year but revealed that net profit was \$2,401,000, a decrease of \$194,000 compared with same period of 1943. Total gross income increased \$1,525,000 to \$78,800,000 in the quarter. RCA's net profit before taxes totaled \$10,413,000 or 104½% higher than comparable quarter last year. Provision for taxes rose more than \$1,670,000 to a huge total of \$8,011,750 in this quarter.

### 'Spanish Without Tears' Education Pitch Via Air

New York City Board of Education has decided to use the radio facilities of the City-owned WNYC. Result is the program, "Spanish Without Tears" which bowed in yesterday afternoon (2), and consumer bulletin every Monday morning. This week's session was the first.

### Gags By Gals

Shortage of male gag writers has resulted in invasion of field by gals. Mimi Wolfe and Melba Weiss making with the punchlines for Olyn Landick ("Hedda Gabler, Gossip") on Mary Small's Sunday show on the Blue web.

### Powerful OWI Station Steps Up Transmission To Nazi-Held Countries

Washington, May 2.—OWI stepped up its radio transmission to German-controlled Europe Sunday (30) as it put into operation in England a battery of transmitters known as the American Broadcasting Station.

The powerful station, on the air 8½ hours daily is operating on both standard and shortwave. Its transmission, in half a dozen languages, is aimed at France, Holland, Belgium, Norway, Denmark and Germany. In addition, is the language of these countries, some of the programs are being sent in English.

## KOIN Maps Super 3-Week Teaching Course on Scripting, Production

### 20th's 'Double' Tieup

"Double or Nothing" on Mutual, which tied in recently with "Buffalo Bill" and "Mark Twain" pic releases will again do a broadcast on a soap basis with studio, this time for 20th-Fox in connection with "Tampico". Program, May 12, will emanate from Sheepshead Bay. Mutual is planning press party in connection with show.

### Borge's Eight-Week

#### 'Basin St.' Address

Victor Borge will be star of the "Basin Street" program on the Blue Sunday nights starting May 7 for eight weeks. Dick Todd, singer; Milton Cross, m.c. and Paul Lavell's, orch. continue on stanza which follows Walter Winchell.

Unprecedented in scope, at least for an individual commercial, station KOIN has announced it will launch an intensive three-week training course for educators, beginning June 12. Called the KOIN Radio Institute for Teachers it will bring nine top-ranking notables here to instruct. Luke L. Roberts, the station's director of education. Stress will be on writing programs for the classroom in the classroom as a teaching aid.

Full-time faculty consisting of George Jennings, acting director; Radio Circle, CHI, Board of Education; Harriet Hester, freelance writer and commentator; and Kathleen Lardie, assistant supervisor, radio department. Detroit public schools will be in hand among the visiting notables scheduled are Dr. Lyman Bryson, CBS education director; Norman Corwin, Boston Bacon, John Charles Daly, newsman. Augmenting staff will be Donald W. Thornburg, P. P., in charge of western operations, and Frances Wilder, educational director of KNX, Hollywood. KOIN writers, producers and acting casts also will participate.

# Most About Reception?

WJZ has been broadcasting from its new transmitting location for several months now. Reports pouring in from every part of the New York trading area were gratifying to say the least. But we wanted expert opinion—a report from the men who hear all about the troubles of radio owners.

We questioned 195 radio repair men in New York City alone. Almost to a man (182 to be exact) they reported that WJZ now is being received with the greatest possible clarity—in many cases, the clearest of any station. That's good news for listeners.

And it's even better news for you who want those listeners to hear your sales messages and not miss a single word.

Here's a vibrant new voice for the Blue's Key Station—bringing the Blue's tradition-free programming to the world's richest market with new strength and clarity.

NOW! Your Strongest Voice in the

WORLD'S RICHEST MARKET

Key Station of The  
BLUE NETWORK  
770 on your dial

## Chi AFRA Plans Better Service

Chicago, May 2.

American Federation of Radio Artists' plans to install its own phone call system and publish a radio directory are seen as a trend toward centralizing these services. Move is being made at the instigation of various members who feel their own organization should handle this service. Field is currently covered by two directory services, the Radio Talent Directory, put out by Leonard Dabkin, and the National Radio Artists' Directory. Telephone service is handled by Ward C. Rogers.

War Labor Board hearing on AFRA's demand for a new scale of 10% over all increase for six local Class B stations, originally scheduled for April 21, has been postponed until late this month.

## BBC 'NEWSREEL' MUTUAL EXCLUSIVE

BBC's "Radio Newsreel" which has been aired once weekly over the Mutual web, becomes that network's exclusive property starting next week (8) on a Mon-Fri. proposition. The exclusive rights, however, extend only until the invasion after which BBC will make "Newsreel" available to any station wishing to pick up the program. MBS stations will carry the news show at 11 p.m.

Invasion coverage broadcasts by BBC also are being made available to American broadcasters with no fee attached and many stations are planning to use the English news service on D-day and for subsequent events. Among outlets presently monitoring BBC programs and planning to rebroadcast important flashes and bulletins are: WLB-KSTP, Minn.-St. Paul; WSB, Atlanta; KSOO, Sioux Falls; WTAG, Worcester; WHO, Des Moines; WLW; WYAX, Yankton; WHP, Harrisburg; WMFF, Plattsburg; WOR, WNEW; WGO, Concord, N. C.; WBW, New Orleans; WMIS, Natchez, Miss. and KOIL, Omaha.

BBC news shows also are being monitored by the four major networks who plan to pick up noteworthy segments of invasion coverage for rebroadcasting at convenient times.

## Hal Rosenberg Upped To Head OWI Branch

Harold Rosenberg, assistant chief of the special assignment division of the OWI domestic radio bureau, has been upped to head the division, with Mrs. Betty W. Carter, of the Washington office, moving in as assistant chief. Division headquarters will remain in N. Y.

Rosenberg formerly was radio script editor of the OWI overseas branch. Mrs. Carter, with her husband, is owner and publisher of the Greenville, Miss., Democrat-Times.

## Cancel Argentine Radio News Order In Face of U. S., British Squawks

Montevideo, April 22.—Faced with the strongest opposition encountered in many months and threatened with a possible withdrawal from the air of all U. S., British and allied advertising, Argentine military government this week (19) has postponed "for the time being" its concession ordering all broadcasters to buy all local news from an officially blessed, pro-Axis news agency.

No official reason was given for the sudden withdrawal of the blanket concession granted the ANDI (Agencia Noticias Argentina, S. A.) agency, which was to have received between five and 10% of the gross advertising revenue of all stations in return for giving them a "sought-after" diet of officially sponsored "news." There were to be no ifs or buts so far as the stations were concerned, measure being obligatory and apparently designed chiefly to push out the U. P., A. P., Reuter and other

independent agencies which are the chief purveyors of news local and foreign, to broadcasters and Dallas here and elsewhere in Latin America.

ANDI, operated by Marcelino and Manuel J. Aparicio, and long linked with such U. S. blacklisted outfits as the Nazi Transwest and the Italian Fascist Stefani, was so certain its concession was going to ride through that it had even installed direct telephone lines to the news rooms of various stations and was prepared to start its bulletin service when the order was given to hold off. Incident attracted hemisphere-wide attention.

B. A. dailies—once among the world's best although now severely gagged by the military state of siege—had expected to come next and therefore risked attacking the measure and applying its withdrawal for the theory that there wasn't much more the regime could do to Rince out, and boy and girl singer are included.

### Better Try Flit!

London, April 20. Biggest laugh of the week has to do with the BBC's horror at having to mention the Russian river Bug. (In this country bugs ain't they insects—for a reason not to be pried into.) On the back of a menu in the Bolivar bar some wit scribbled the following:

Do I call it the Bug or the Boog?  
Is Hitler a thug or a thoe?  
Once I borrowed a tenner.  
From a man in Vienna—  
Do I call him a mug or a moo?  
—

### Morey Amsterdam

#### To Try Comeback

Morey Amsterdam, comedian formerly heard on several network commercial programs, is featured in a new comedy-variety stanza audited last week at the Blue. Excess expressed with program slated for half-hour format for a spot sustaining on was shortly Joe Rines cut, and boy and girl singer are included.

### Army Sends Educational Disks to Battle Areas

Chicago, May 2. The old-fashioned farm-to-farm milk pickup of another day has been revived on an international scale by the U. S. Army in its present campaign to send educational radio transmissions to members of the armed forces. Transcriptions which are aimed at relieving monotony of jitterbug and dance music recordings are routed systematically from Frisco to Honolulu, thence to Guadalcanal, New Guinea, the Southwest Pacific, Australia, India and China.

Records, which were being sought recently in Chicago by Eric Barlow, civilian adviser on morale in the Army Special Services, were of an educational nature based on biographies, science, social study, history and adaptations of great books. Barlow stated that even though entertainment is a big factor in the morale of the men, there are many who wish to improve their minds, and that there is a great demand for this type of program.

## Philly 10%ers Solve Dilemma

Philadelphia, May 2. A Government ruling has left Philly agents a new source of revenue on the basis of "flat fees" paid by sponsors for radio announcements.

Under the Wage and Hour Division's recent ruling, overtime pay for a sponser must be computed on the basis of the station's earnings paid by commercial sponsors. If an announcer's fee is \$100 a week from the station, and \$200 a week from commercials, his overtime must be based on a \$300 salary.

Local stations have protested that this rule is unfair and that select advertising agencies or sponsors to pay the announcements direct. This they refuse to do, since ground would become "employers" of the spicers and have to handle against security taxes, withholding, levies, etc. "Too much red tape," the agency execs said.

This is where the 10%ers come in. The sponsor gives the fee to the announcer's agent, who does all the paper work, collects his commission and everybody is happy.

## 'COUNTERSPY' SERIAL TOPS IN SO. AMERICA

Washington, May 2. "Counterspy," the Mail-Punch Tobacco Co. serial which goes out weekly over the Blue, has become one of the biggest things on the Latin airways according to CIAA. The Phillips Long production is called "Contrainternal" in its Spanish language version.

It is one of the two or three leading shows in several South American countries, and is rated among the topcers everywhere South of the Rio Grande among the short wave audiences. Show deals with a sort of Dick Tracy who exposes the efforts to sabotage the U. S. war effort.

"Contrainternal" was first short-waved in October, 1942. The DX transmitters beam it south at 8:30 to 9 p.m. EWT on Mondays, with four of them retransmitting at from 12:30 to 1 A.M. EWT, the same day. In 17 of the Latin countries, 73 local stations pick up the program and retransmit it over standard wave bands.

## Publishers Get Lowdown On Tele. FM Progress

Television and FM spokesmen had their innings last week when the National Newspaper Publishers' Assn. held its annual convention in New York. FMers moved in Thursday (27) at the Waldorf-Astoria when Walter J. Damm, Maj. Edwin H. Armstrong and Dr. W. G. B. Baker addressed the newspapermen on non-technical subjects in connection with the high frequency system.

Next day (28) publishers were entertained at Schenectady by GE and witnessed demonstrations of light arranged by the N. Y. Herald-Trib on news coverage and a commercial show spotted by J. Walter Thompson.

## Feagin Dramat Students' Repeat WRGB Tele Date

Schenectady, May 2. The Feagin School of Dramatic Art, New York, will do the one-act, "When You Marry the Navy," on WRGB (GE) television station, May 12. Play, by John Kirkpatrick, will be a return date for students of the school.

Susan Glaspell's one-act mystery, "Fifteen," will be televised on May 11, show by drama students from Mount Pleasant high school, Schenectady.



M.D. M's 9 Story and a Suite completed  
New Canal Program, Friday  
to a.m. 8:30  
Met: LOU CLAYTON

About eighteen months ago, continuing measurements in Cincinnati reflected an abnormal audience rating for one local station. Investigation revealed that the only material change in the station's programming was the addition of a dialing-for-dollars type of money give-away program. Simultaneously, similar types of programs were reported in other cities with the same results; later two other local stations started money give-away programs. A more careful study of the ratings revealed an even more alarming situation—an inflated audience indicated by a disproportionate increase in sets-in-use.

It is reasonable to believe that smart, intelligent programming of any radio station may well result in an increased share of audience for that station. We are not convinced, however, that the mere giving of money over the air will have a tendency to increase the percentage of sets-in-use to any appreciable degree.

We believe that such unorthodox programming practices are of questionable value to an industry which can only develop properly upon a base of undistorted factual knowledge. Therefore, WSAI deliberately inaugurated a program of greater intensity than any previously conducted—its sole purpose to prove that the use of money give-away programs results in a completely misleading picture of the market.

Space does not permit a description of the details of how \$5,000 in War

Bonds were given away, or the complete results. As an example, however, in the 8 to 10 A.M. period, C. E. Hooper reported for Cincinnati in January, 1944—11.2% sets in use, with an index of 24.3 for WSAI. After eight weeks of money give-aways, Hooper showed for March, 1944, in the same period, 21.8% sets in use (an increase of 94.5%), and a listening index of 50.7 for WSAI (an increase of 108.5%). Frankly, we do not believe the latter figures reflected a true picture of WSAI's audience, or of listening habits in Cincinnati.

To make an analysis of the whole problem, we have retained Dr. Herman S. Hettinger to make a searching study of Hooper reports for Cincinnati, and a number of other cities where money give-aways have been broadcast. Dr. Hettinger is former Dean of the Wharton School of Finance, University of Pennsylvania, and an eminent authority on market research and radio. With the cooperation of C. E. Hooper, Inc., this study will be made to determine first, the effect of money give-away programs on station ratings second, the true effect of money give-away promotions on audience listening habits; and third, inherent dangers in inflated radio audience figures.

When Dr. Hettinger's findings are completed, a comprehensive report will be made available upon request to any station, advertising agency, or advertiser interested in the problem.

# WSAI

Division of The Caskey Corporation  
CINCINNATI 2, OHIO

REPRESENTED NATIONALLY BY SPOT SALES, INC. NEW YORK, CHICAGO, SAN FRANCISCO



# I Submit To The Radio Networks The Following Proposition:

That as soon as present contractual agreements permit, a selected number of commercially-sponsored programs be cancelled from the networks, and that time be utilized for the duration by the networks themselves for broadcasts of an idea content that a people at war have a right to expect from the American way of radio.

In particular do I SUBMIT that this recaptured time be used, by each network, for radio drama which, through entertainment, brings to the radio audience an understanding and clarification of the conflicting issues involved in our war-time national economy, in our war-time world, and in the puzzling future.

In addressing the radio industry I need not stress the power of radio drama in enlightening through entertainment, since the effectiveness of the dramatic form, against the purely documentary or pamphleteering in reaching the people, was an established fact long before radio broadcasting.

But I must stress the need of such a re-orientation of radio's attitude toward its responsibilities since, during the last six months, in the rush of commercial sponsors to buy radio time, the industry has begun to lose sight of some of its collective and individual responsibilities.

I BEG the vice-presidents-in-charge, at this point, not to begin to waver the record of their public service programs, and particularly of their public service dramatic programs, since a careful scrutiny of their schedules might prove embarrassing.

I SUBMIT that a war-focussed dramatic show placed in an unsalable time opposite the highest

Crossley comedy show is not something over which a network can inflate its chest.

I SUBMIT that a public service program which is hidden away at so late an hour that not even a tax-heavy advertiser would use the time, or a series of radio dramas which resurrects Broadway's dramatic history with complete disregard of the living history of the hour, may be effective listings on a report submitted to the F.C.C., but not something to quiet the conscience of an essential industry in war time.

I BELIEVE that I am qualified to say what I have said since my record of writing for the war is clear. Complete series, special broadcasts, published books of scripts royalty-free for the duration, and the licensing of many hundreds of broadcasts of these plays for local stations, together with a sincere respect for the medium, gives me the right to speak.

Two effective half hours per week on each network would begin to fill the need of the sort of "idea" radio plays which commercial advertisers, with their interest focussed on "tried and true" material (plays which have no roots in the world of today and tomorrow) are unwilling to broadcast.

If the sort of commercially-salable radio time of which I have been speaking is recaptured, I for one would feel privileged to forego any present or future commercial commitments in order to serve to the limit of my abilities.

At a time when higher standards of service and self-sacrifice are being required of individuals, surely we must begin to expect that same definite and concrete sacrifice in a business which is the people's medium.

Arch Oboler.



## 'Baby' Stations Boost '43 Revenue -24%: \$22,230,000 in Time Sales

Washington, May 2.

Country had 635 "baby" stations operating with power of from 200 to 500 watts, in 1943, FCC reports. The small power in no way affected business because the 358 which have filed revenue reports thus far aggregated time sales of \$22,230,000, a jump of 24% above the \$17,922,000 figure for 1942.

Of the 358 which reported, 56 showed a decrease in time sales, with the remainder recording increases ranging from \$38 to \$65,162. Of the 104 stations, 260 are outlets for the four major webs.

## Action Starts On Blue Exit

Concrete proof of post-war expansion plans by the Blue network and NBC with the contemplated building of entire new housing facilities for the former web and the taking over of all facilities in New York City by NBC, came to light last week.

An exhaustive survey into future studio layouts, office blueprints, etc., has begun on the a. l. at both webs with the inauguration of a series of meetings by key personnel and executives seeking suggestions for improvements.

Initial meeting last week (25), attended by the Blue engineering staff, technical experts, and members of the production department discussed studio needs, including news-gathering and broadcasting niches, audience, non-audience and standby facilities. Sessions to follow will be attended by office personnel, talent heads, etc.

Terms of the pact which Edward J. Noble drew up when he purchased the web from NBC call for the vacating of NBC's quarters one year after the war ends. A report by Noble's assistants concerning blueprints for these contemplated new facilities is understood to be waiting the outcome of the current personnel sessions.

Possible site of the new Blue headquarters is the property across from the RCA building on Sixth Ave., N. Y., currently occupied by 101 buildings and stores, and owned by the Rockefeller interests, who also own all buildings in Radio City.

## KASCO LISTENS TO 'WHISPERING' SMITH

Kesico Foods, canners and distributors, Thursday (27) auditioned a 15-minute musical-theater program packaged by WZZ, N. Y., for possible bankrolling on the Blue web. Sixteen comprised songs by Whispering Jack Smith and music by the Ailante Trio.

## Clem Lane, Chi Editor, Goes WENR for Beer

Chicago, May 2. Clem Lane, chi editor of the Chicago Daily News, has been signed for a 15-minute commentary show beginning Friday (3) over WENR. Besides giving straight news analysis, Lane will introduce his column's political character, Roxy O'Rourke, for a bit of comedy bit at end of session. Show will be heard at 8:15 p.m. (CWT) Fridays sponsored by the Atlas Brewing Co. Contract, for 52 weeks, went through Arthur Meyerhoff agency.

Overseas for USO Since Jan. '43—Now Touring British Isles



FRED LIGHTNER

Dir., FLN COSCIA

## 'ST. LOUIS SPEAKS' GETS RUN ON KMOX

St. Louis, May 2. "St. Louis Speaks," KMOX public service free discussion series which premiered last January, has been renewed for an indefinite period in its regular time, Sundays, 6:30-7 p.m. Show presents outstanding civic and industrial leaders gabbing about post-war problems of St. Louis, the U. S. and the world. Dean William H. Stead, of the school of business and public administration at Washington U., continues as moderator.

## Radio Writers Guild Plans Detroit Local

Chicago, May 2.

Discussions of a new ad agency release form, that will protect both the script buyer and seller is one of the subjects on the agenda of the open meeting and forum to be held by the Radio Writers' Guild of Chicago, today (3), at the Jack and Jill Players Studio. Guild will set up a Detroit local as soon as an executive secretary for this district can be obtained. Fran Striker, writer of "The Lone Ranger" and "Green Hornet" will come from Detroit for the meeting.

Local Guild is establishing a script service for the protection of members' ideas and scripts, and has appointed a publicity committee composed of Dick Givell, Janet Pomroy and Nikki Kaye.

## Six Het Up Over Television, Too; Applications Reach 79 and Rising

### Ripple, WTRY Mgr., Seen WELL Ditto for Wilder

Troy, May 2. WTRY, is reported to be in line for the additional job of managing WELA, New Haven, under the plan for its purchase from Arne Bulova by Col. Harry C. Wilder, of Syracuse. Colonel Wilder controls WSYR, Syracuse; WTRY, Troy, and WJNE, Keene, N. H. Ripple was connected manager at WTRY when the station went on the air in 1940, and later was promoted to manager. Fred R. Ripley, former general supervisor of WTRY from Syracuse as assistant to Colonel Wilder, is now general manager of WPRQ, Providence.

### Carter In Italy Schenectady, May 2.

Arthur Carter, ex-mayor of Amsterdam and former commentator on WSNY, is now a captain with the Allied Military Government in Italy. AP wirephoto showing Captain Carter on a visit to the town of San Sebastiano, devastated by the overflow of Mount Vesuvius' lava, appeared recently in area papers.

Rapidly mounting in number, with requests for outlets piling up to the point where the Federal Communications Commission is expected to be swamped by the end of the war, television station applications have already reached 79, it is understood in tele circles. However, the FCC is in no great rush to act on these applications since peace and, with it, the use of this new medium of entertainment, may still be a distance away.

Meanwhile, in and out of the trade, the interest in television is growing with leaps and bounds, with its possibilities regarded as great, though no one at the moment, in the opinion of the experts, has any accurate means of judging either its limitations or its potentialities; nor to what extent it may form competition for other mediums of entertainment.

While neither the general public nor many in engineering circles understand the mechanics of television, the interest in so-called video entertainment is amazing, according to Paul C. Raibourn, Paramount exec who is treasurer of DuMont. Raibourn, economist-analyst for Bar, which is heavily invested in DuMont, states that the interest in television is pretty well countrywide rather than confined to larger centers.

Thank you for what Friday on Schenectady...

## To Miss NANCY HAMILTON

for making available her marvelous sketch "The Story of the Opera" for experimental television.

## To Miss BRENDA FORBES

for her typically swell performance as Marilyn, the "teller of the story."

## To GENERAL ELECTRIC

for the opportunity to present this television adaptation of one of Broadway's funniest sketches.

## To the AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION

for being such a swell audience.

## To GERTRUDE FLYNN

for her supporting role as Lucy, the confused opera "student."

## To the production staff and crew of television station WRGB old hands at a new art, for their smooth production.

## To BYRON RUSSELL

for his splendid portrayal of the perplexed waiter.

## To SHERMAN PRICE

and his crew for filming the show for Miss Hamilton's records.

## To the pioneering sponsor participating in this telecast— LIBBEY GLASS, Division of Owens-Illinois Glass Company.

J. Walter Thompson Company

## "...for Meritorious Public Service".....



Edward R. Murrow

Lux Radio Theatre

'Open Letter To The American People'

MARY MARTIN

WILLIAM N. ROBSON

The Advisory Board of the George Foster Peabody Radio Awards has completed its judging of 1943 radio programs eligible to award in seven classifications. The Columbia Network and its affiliates are the gratified recipients of six citations in five classes:

**1. For Outstanding Reporting of the News:**

EDWARD R. MURROW, CBS News Chief in London.

**2. For Outstanding Entertainment in Drama:**

"LUX RADIO THEATRE" produced on the CBS Network by Cecil B. DeMille, and the J. Walter Thompson Company, for Lever Bros.

—and

"AN OPEN LETTER TO THE AMERICAN PEOPLE", a single and memorable dramatization of the vital cause of inter-racial tolerance, produced by William N. Robson, and broadcast on the Columbia Network on July 24, 1943—with a summary by Wendell Wilkie.

**3. For the Outstanding Children's Program:**

"LET'S PRETEND", a notable children's fantasy originated, produced and directed by Nila Mack as a CBS sustaining program for 15 years, and currently sponsored by Cream of Wheat over the CBS Network.

**4. For Outstanding Entertainment in Music:**

MUSIC AND THE SPOKEN WORD, the glorious organ and choir service of the Salt Lake City Tabernacle, directed by Richard Evans, and originated by station KSL, Salt Lake City CBS affiliate. This program on April 30th presented its 603rd consecutive Sunday broadcast in a chain unbroken since it first took the air as a CBS sustaining feature in 1932.



# CBS LEADS IN PEABODY RADIO AWARDS



"Let's Pretend"

Salt Lake City Tabernacle

"These Are Americans"

NILA MACK

CHESTER HUNTLEY

5. For the Regional Station Making an Outstanding Contribution to the Community served by the station:

CBS STATION KNX, LOS ANGELES, for its special original series of 6 programs. *These Are Americans* was broadcast from August 5 through September 9, 1943, aimed specifically towards inter-racial tolerance in the community. The series was written and produced by Chester Huntley under the direction of Mrs. Frances Farmer Wilder, educational director of KNX.

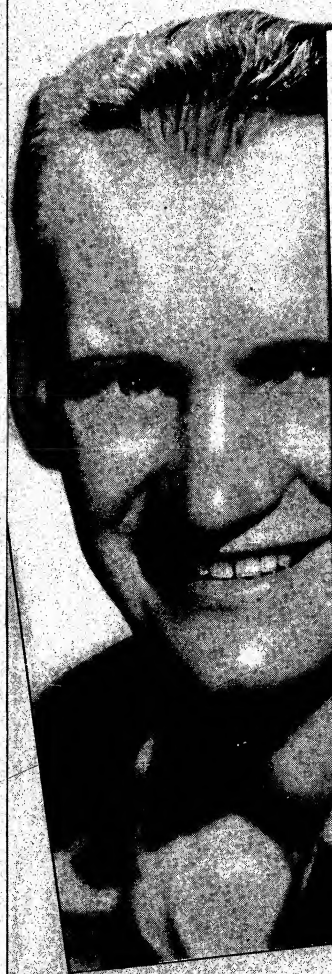
The preponderant tribute of the Peabody Advisory Board to the efforts of this network, its affiliates, and its clients and their agencies, is significant. Significant because the Awards are "... designed to recognize the most disinterested and meritorious public service rendered each year by the broadcasting industry", significant because they illustrate the ideal of this network and those who are components of it. The ideal is not only public service, but excellence of public service.

It is a continuing ideal. In the 4 years since the Awards began, 24 awards have been granted. Of them 13 have gone to CBS and its affiliates. Whether future years maintain this striking leadership or not, one thing is sure: the ideal of excellence will not be relaxed.

**This is CBS . . . the Columbia Broadcasting System**







THE HOUSE OF TANGEE  
*Invites you to*  
**Swing and Sway**  
*with*  
**SAMMY KAYE**  
*in*  
**"TANGEE  
 SERENADE"**

**STARTING May 7th**  
**BLUE NETWORK—COAST TO COAST**  
**1:30 P.M. (EWT)**

**Starring the Kayedets, the Kaye Choir and  
 Serenaders Nancy Norman, Sally Stuart,  
 Billy Williams, and Arthur Wright.**

The Kaye kind of musical magic seems made for our enchanting new Tangee Petal-Finish Face Powder! For everybody knows that Pied Piper Kaye pitches the petal-finish, melodic woe that all the ladies fall for... the Bobby Socks Gang, the Mothers' Brigade, the Country Club Crowd, and the Swing Shifters! The men, too, okay Sammy Kaye... that's why he's a top star of screen and stage, record and radio!

THE HOUSE OF TANGEE  
 —and—  
 WARWICK & LEGLER, INC.

# Bands at Hotel B.O.'s

(Presented herewith, as a weekly tabulation, is the estimated cover charge business being done by name bands in various New York hotels dinner business (7-10 p.m.), not rated. Figures after name of hotel give room capacity and cover charge. Larger amount designates weekend and holiday price. Completion is based on period from Monday to Saturday.)

Name	Hotel	Weeks Played	Cover Charge	Total
Emil Petti	Biltmore (400; \$1-\$1.50)	116	1,775	210,000
Laui McIntire	Lexington (300; 15c-\$1.50)	8	1,625	15,300
Jerry Wald	New Yorker (400; \$1-\$1.50)	1	2,300	3,450
Glen Gray	Pennsylvania (500; \$1-\$1.50)	10	2,918	30,268
Leo Reisman	Waldorf (330; 21)	3	1,100	4,300
Count Basie	Lincoln (275; \$1-\$1.50)	30	1,850	56,100
Guy Lombardo	Roosevelt (400; \$1-\$1.50)	0	11,000	1,000
Boyd Rebercup	Commodore (400; \$1-\$1.50)	0	11,000	1,000

\* Asterisks indicate a supporting floor show. † New Yorker and Biltmore have ice shows. Waldorf has Russell Simon, Victor Borgy, Tania, Leyland, etc. Lincoln floor show. ‡ 3 days.

## Chicago

Neil Bonduha (Mayfair Room, Blackstone hotel; 400; \$2.30 min.), Paul Dwyer proving good b.b.; Bonduha drew excellent 2,800.  
Carmen Cavallaro (Empire Room, Palmer House; 750; \$2-\$3.50 min.), No tax effort here. Cavallaro and show headed by Larry Adler, great 10,850.  
Tommy Dorsey (Pantier Room, Sherman hotel; 950; \$1.50-\$2.50 min.), Ropes up. Split week of Louis Armstrong and Dorsey super 7,000.  
Jimmy Joy (New Walnut Room, Bismark hotel; 465; \$1.50-\$2.50 min.), Little off with around 3,800.  
Eddie Oliver's Orchestra (Marine Room, Edgewater Beach hotel; 1,100; 50c and 75c cover charge plus \$1.25 min.). Room, did around 5,000. Very slow.  
George Olsen (Boulevard Room, Stevens hotel; 700; \$2.50-\$3.50 min.), Olsen's getting hot; fine 4,200.

## Los Angeles

Freddie Martin (Ambassador; 900; \$1-\$1.50). Average end-of-month 4,000 tabs.  
Joe Reisman (Biltmore; 900; \$1-\$1.50). Rocking with solid 4,200 covers.

## Location Jobs, Not in Hotels

(Los Angeles)

Hai McIntyre (Paladium B. Hollywood, sixth week), Jan Garber on deck May 2. McIntyre blowing out to terrace 35,000.  
Bernice Held (Cristian B. Southgate, 16th week). Slowling down to 6,500 after long haul.  
Phil Harris (Slappy Maxie's, N. Los Angeles, 26th week). No comment. Filled at 5,200.

(Chicago)

Gay Claridge (Chez Paree; 650; \$3-\$3.50 min.). Still off, but Claridge and Cross and Dunn around 4,300.  
Del Courtney (Blackhawk; 500; \$1-\$2.50 min.). Chalked up around good 4,200.

## 10 Best Sheet Sellers

(Week Ending April 29)

Love, Love, Love.....Santly  
Long Ago, Far Away.....Crawford  
The Girl By My Side.....Berlin  
San Francisco Valley.....Morris  
I Love You.....Chappell  
Be Seeing You.....Williamson  
Don't Sweetheart Me.....Advanced  
If I Could Hide.....Shapiro  
River of Roses.....Shapiro  
Polynesian.....Marks

## Goossens, Others

### Fined By AFM In

### Cincy Symp Rap

(Cincinnati, May 2)  
Eugene Goossens, conductor, and five other members of the Cincinnati symphony orchestra were penalized Thursday (27) by the Cincy Musicians' association (Local No. 1, AFM) on charges of "conduct detrimental to the association during negotiations for a contract" for the 1944-45 season.

Goossens was fined \$1,250 and suspended from membership for three months; William Kios, chairman of the orchestra committee, drew a \$2,500 fine and six-month suspension; Reuben Lawson, violinist and personnel manager, was fined \$750 and suspended for three months, and five others were assessed these violations: Robert A. Sobchek, \$350; Henry Wohlgemuth, \$100 and Rubin Phillips, \$100. Goossens subsequently denied the charges.

Penalties become effective May 16, which will not interfere with the orchestra's participation, under direction of Goossens, in Cincy's bi-annual May Festival, May 11-13, in Music Hall.

Unless changed by appeal to AFM international officers, the suspensions will prevent Goossens and Lawson from filling summer engagements. Goossens was looked to appear with 'out-of-town' orchestras and Lawson has always worked with the orchestra of symphony members playing for the Cincy Summer Opera seasons.

## 5th War Loan

Continued from page 1

and will present the War Loan message to the country beginning well in advance of the June 12 report date. This decision was reached at a meeting of the newwar division of the WAC with O'Donnell last Friday (28).

Meanwhile, regional meetings are scheduled to start in Washington May 10, with others subsequently in New York, Chicago and other key cities in rally exhibits support for the campaign. Claude Lee, director of public relations for Finance Division, is serving as film industry consultant to the War Finance Division of the U. S. Treasury.

Editors and publishers of all film trade publications pledged their support to the industry's Fifth War Loan drive to O'Donnell previously. All trade publications will publish special issues devoted to the Fifth War Loan well in advance of the start of the campaign.

Ray Beal, publicity director for the industry's Fifth War Loan Committee, has selected, as a volunteer staff of assistants, Si Seidler, Metro, to serve as advertising consultant and take charge of trade press advertising; Gil Golden, Warner, national advertising manager, to handle sponsored newspaper advertising and work with Seidler on trade press advertising; Martin Starr, radio director for United Artists, to handle radio; John Harkins, Eastern publicity rep for Vanguard (Selznick), to handle syndicator; Alfred Finestone, Paramount, to handle trade press publicity and contacts.

O'Donnell on Monday (1) announced members of the industry committee to direct the drive as follows: Richard M. Kennedy, co-chairman of the national committee; John J. Friel, campaign director; Joseph Kinsky, campaign coordinator; Ray Beal, publicity director; Ned E. Depinet, head of distribution division; Claude Lee, motion picture engagement to the Treasury; Leonard Golden and Henry Goldberg, to head industry sales.

### Coast Hotties

Hollywood, May 2.  
Goal of \$4,000,000,000 has been set

for the motion picture industry's effort in selling 5 series War Bonds for the coming Fifth War Loan drive. R. J. O'Donnell, general chairman for the drive, announced here. O'Donnell is here with Claude P. Lee, industry consultant to the War Finance Division. Hold meetings for Finance Division, with various groups of industry. Ted Gamble, War Finance Division, national director, arrives Thursday to attend confab with O'Donnell and Lee.

## NBC Pinch

Continued from page 1

continue, but this didn't quiet the troubled waters. Situation remained strained since then with net demanding certain script changes such as elimination of unfavorable references to the Peace Now Movement and touting down of treatment of fascist minorities' organizations.

Last week's episode seemingly had nothing to do with previous events, but feeling among agency men is that net took advantage of opportunity to take a crack at the alter, when chance presented itself. Cut-off occurred at the end of the first act when woman spying on fascists was killed by being hit over the head with a cane. Sound effect following the murder was eliminated by control engineer who cut it off the air under orders from C. I. Menger, net president in charge of special events. Agency had been warned that if they didn't change the script the cutoff would occur, but they decided to go ahead anyway.

Menger later declared that show was cut off because the net's policy didn't permit gruesome sound effects. However, some agency producers point out that more gruesome murders have been committed over NBC.

Mrs. Emery Deutsch, wife of the bandleader now in the Merchant Marine, and Mrs. Abe Orson, wife of an arranger, are the writers of "I Dream of You," published by Embassy Music.

## Two Great Songs from an Outstanding Score!

# ARM IN ARM ★ THE SILVER SHIELD

(A TAR AND SPAR IN LOVE)

(FIGHTING SONG OF THE UNITED STATES COAST GUARD)

Orch. by JACK MASON

Orch. by VIC SCHOEN — Band Arr. by PHIL LANG

Published by CARL FISCHER, Inc.

Published by LEEDS MUSIC Corp.

FROM THE U. S. COAST GUARD RECRUITING REVUE

# "TARS and SPARS"

OPENING FRIDAY AT NEW YORK STRAND THEATRE

Book and Lyrics by  
HOWARD DITZ

Music by  
LT. VERNON DUKE U. S. C. G. R. (7)

OTHER HIT SONGS IN THE SCORE—

PALM BEACH • FAREWELL FOR A WHILE • APPRENTICE SEAMAN • YOU'VE GOT TO HAVE A REASON TO BE A CIVILIAN

Published by CARL FISCHER, Inc.

PROFESSIONAL MATERIAL AVAILABLE—

CARL FISCHER, Inc.  
COOPER SQUARE • NEW YORK

LEEDS MUSIC Corp.  
RADIO CITY • NEW YORK

"Seemingly with snappy lyric, catchy tunes!"  
—PHILADELPHIA

"...sparkling tunes!"  
—PITTSBURGH

"outstanding hit!"  
—PALM BEACH



# How Sweet You Are

Impact of ballad and jump music on radio listeners is indicated in a test made recently by a name combed suffering on the air five days a week. When the outfit scheduled mostly softer stuff its Crosley went up, and vice versa when jump material predominated. By now most bandleaders recognize that commercial music is a must. However, determination of a point so fine—as the effect on listeners when both styles are consistently used, but one or the other predominates—brought surprising results.

## 30% Tax Tips Bookers' Chances At Getting Name Bands for Locations

If the current drop in business being experienced by nameband hotel and location jobs due to the 30% tax continues, booking agencies expect to face an extremely difficult task in keeping such spots supplied with music. Majority of these jobs are played on a guarantee and percentage, and with business falling off due to the tax law, the possibility of earning much less (or, rather, losing much more since most of these jobs are played at a financial loss) will force the average leader to steer clear of them.

For the past six months or so, agencies have had trouble even getting an occasional top name band to appear to produce an event. With the tax killing big and slicing potential earnings it will be practically impossible to get bookings. This is worrisome, but the primary task will be in selling the bands to get below the top names, who the most of the hotel and location work, the idea of local agencies, who do not have operating costs not too far below top names in many instances because they have to bid in the same market for musicians, and the reduction in business and the consequent smaller income can hurt them much more.

At the beginning of the 30% tax, majority of the name bands in N. Y. had no way of determining how much business was hurt due to it. It seemed a possibility, however, it was quickly found that the government's collection was cutting attendance plenty.

## ASCAP Tables Move By O'Connor to Fight 30% Tax on Niteries

Board of directors of American Society of Composers, Authors and Publishers tabled a resolution at regular monthly meeting last Thursday (30) condemning the Government 30% tax on nightclub patrons. Johnny O'Connor is said to have been the originator of the resolution, and it over from his hotel where he has been ill.

Society's reasons for refusing to accept O'Connor's move are vague. Tax, which has been proving detrimental to nightclub business, indirectly affects ASCA's income. In the past week or so there have been numerous club closings claimed to be due to the tax.

Contact Men's Union, following a request by Matt Shevley, national director of the American Guild of Variety Artists, scheduled a resolution during its meeting Monday night (1) as being against the 30% tax.

## Pluggers Not Entitled To Vacation If Quitting

Contact men who quit their jobs hereafter, will not be entitled to vacation pay. This was passed during a council meeting Monday night (1) following many complaints from publishers that employees quitting were demanding vacation pay in addition to severance salary they're entitled to by union regulations.

## It's Major Salter Now

Capt. Harry Salter has been promoted to rank of major. He's connected with the Music Section of the U. S. Army Service of the U. S. Army. His department is in charge of work in obtaining music for the military bands.

Chief of the Section is Lt. Col. David Bronson.

David Matthews, former arranger and tenor-sax for Benny Goodman, is the "Stan Kenton" crew, succeeding Red Dorsey, who has been recruited by Uncle Sam.

## Cugat's Longhair Chores With Mexican Symphony

Following five concerts, starting Aug. 1, one a week with the Mexican Symphony in Mexico City, Xavier Cugat went to the Cugat on the Sunset "Strip" in Hollywood Sept. 15. He will double with Metro pictures.

Maestro, completing a record 10-week run at the N. Y. Paramount last week, will be back working at the Dark, goes to Boston, Chicago, and other theatre dates, once more month (1) at the Waldorf-Astoria, N. Y., and thence to Mexico.

## Columbia Beefs On Basie 'Piracy'

Attorneys for Columbia Records have threatened Keynote Records with a suit if it proceeds to release discs of Duke Ellington's music by Count Basie and men from his band under the name "Prince Charming." Basie himself is said to have participated in the Keynote date, whereas he did not in the case of others made for Savoy Records, which previously had Columbia peeled plenty. These were recorded by Basie's band under leadership of sax-singer Earl Warren.

This is the second time Basie's name leaders under contract, where making discs for Keynote. Several months ago there was a big battle over the same matter, but that for that outfit while under contract at Decca.

## 3 BODY MORRIS FIRMS JUMPED 450 POINTS

Increases in availability ratings totaling 450 points were granted Buddy Morris' three publishing firms last week by appeals board of American Society of Composers, Authors and Publishers, after a previous rejection to the classification committee had been rejected. Three firms, Morris, Melrose and Mayfair, now rate at 2,700 points. Morris, 1,000; Melrose, 900, and Mayfair, 800.

Previously, each was worth 750 points. Morris himself made the initial plea to the classification committee. He was rejected. Then his attorney, prepared and presented the second application, basing his argument on the theory that the distribution of 750 points to each of three catalogs under the same roof was creating too fine a line of classification. He had prepared, it said, extensive listings of the copyrights owned by each company, which, compared, indicated that an inequitable rating for each catalog was inequitable.

## Defer on ASCAP Appeal

Decision was reserved Friday (28) by appellate division of N. Y. Supreme Court on motion by American Society of Composers, Authors and Publishers for leave to appeal recent verdict against them in circuit court of appeals. The case, involving work with suit against Society by Gem Music and Denton & Watkins, asking damages, claiming a breach of contract, failed in individual members of ASCAP as defendants, along with the Society. Justice Benedict Dineen, of N. Y. supreme court, recently decided originally they were not decreed in duty. Later appellate division decided they were, hence ASCA's motion to appeal.

## DESPO NEW SINGING STAR Making Appearances May 14 at the Merchant-Sloan Club

Will start in a musical "Despo" on Broadway this fall.

## Columbia, Victor Again Dicker for Swap On Sinatra, Spivak Discs

Master-disc swapping negotiations between Columbia and Victor Records, which fell through when originally attempted several months ago, are on again. Victor, apparently under pressure from Charlie Spivak, whose band has not had a recording on the market for more than a year, has offered Columbia Frank Sinatra's recording of "Night and Day" and "Lamplighter's Serenade" in exchange for Spivak's "I'll Remember April" and "Don't Take Your Love From Me." Columbia is willing to wait "Song Is Love" by Sinatra in place of "Serenade."

Sinatra made the Victor discs while he was still with Tommy Dorsey's orchestra, which is with that company. Now he's with Columbia. Spivak was with Columbia and switched to Victor after James Cagney's band was hired. Columbia holds about six unreleased Sinatra sides by Spivak, which it never marketed.

## VOGEL SUES MARKS ON SOLMAN-LAMB TUNE

Seeking ownership of 1937 "renewal rights" to "The Bird On Nellie's Hat," Jerry Vogel Music Co. filed suit against Solman and Arthur J. Lamb, Inc. in U. S. federal court last week. Vogel asks an accounting of profits derived by Marks from the song since 1933, when latter secured its rights from Alfred Solman.

Solman and Arthur J. Lamb were in the tune in 1936. Marks originally published and, in 1933, Solman obtained renewal rights and assigned to Marks. Lamb had died previously and Vogel asserts it obtained his rights from Cecil Lamb, a brother, on June 4, 1940. Lamb had no other dependents.

Vogel charges Marks with attempting to withhold all royalties from him and Lamb's brother. He says that Marks has falsely represented to the music trade that plaintiff is without rights and Marks made the tune of plaintiff. Vogel also asks injunction restraining Marks from making "false and defamatory statements" in connection with the dispute.

## Carle's A. C. Dates Cued By His Old Gold Show

Frankie Carle's orchestra has been booked for the Steel Pier, Atlantic City, for four weeks starting May 10, for a tour of keeping him in the N. Y. area, thus extending his Old Gold commercial another eight weeks. Carle originally went on the air for eight weeks in April and May. His date is contingent upon his remaining in N. Y. He closes at Capt. Knute, N. Y. today (Wednesday).

Band goes off the Old Gold show on May 10, and will be back according to his contract, will return to it in October if the format of the tour is a double one. He is due into the Pennsylvania hotel, N. Y., early that month. His first location outside N. Y. is at Frank Day's Terrace Room, Newark, May 11.

# Acqrs. Signing GI's As Post-War Maestros; GAC Grabs Elman

## Rainbow, Allentown Dancery, Taken Over

Rainbow Ballroom, Central Park, Allentown, Pa., has been taken over by a partnership headed by Ed Gruiser, who will operate with other bands. Spot has no opening combo as yet.

Rainbow will run in opposition to Andy Perry, established Allentown room, whose Empire Ballroom later was taken over by the government and who now uses the Army there.

## Non-Show People Would Back Bands

Agency executives assert that the idea of financing new bands, who most money-men within the industry gave up immediately after Pearl Harbor, is becoming increasingly interesting to people in other theatrical fields and others here before. One connected with entertainment-one agency claims he has been approached recently for financing, past years by people likely to invest in any likely leader-prospect he would select.

Some of the band financiers who were active pre-war did an about face as soon this country got into the first, directly few of them have resumed activity. Financing currently is too risky a business due to recording costs, the difficulty of recording, etc.

## Maestro Group Would Buy H'wood Ballroom As Rival to Palladium

Small syndicate of name band leaders and their managers are currently looking over a ballroom near the Palladium, Hollywood, with view toward taking it over. If the idea jells each of the leaders would spend a couple months' space on location at the spot, providing opposition to the Palladium, which many top-name maestros are peeved at due to financial deals that dancery.

Several months ago Abe Lyman, who owns a fairly large place of music, directly opposite the Palladium, was talking about building a ballroom in opposition to the Palladium, which he never ever came probably due to the lack of building materials.

## ASCAP FILES 3D SUIT VS. NW EXHIBITORS

Minneapolis, May 2. In its fight against a number of the territory's independent exhibitors who are refusing to pay the Republic film assignment. Authors, Composers and Publishers, through some of its members, has filed its third suit. Latest defendant is Harry Dickson, owner of the Atlas theatre which, it's alleged, infringed copyright music at its two Minneapolis neighborhood theatres without authorization. Total damages, \$1,000 on four counts of \$250 each, are being sought.

The other two suits are against the W. R. Park theatres and the Benjie Berger chain. All are federal court actions.

## Whiteman's Coast Quicken After Roxey, N.Y., Bowout

Paul Whiteman closes his three weeks at the Roxey, N. Y., next week and scurries pronto to the Coast for the Republic film assignment "Al-lan-tie City," long overdue.

He must wrap that up in two weeks. Whiteman is set to leave May 28 finale of the Philco-Varity Radio Hall of Fame series, originally scheduled for Philadelphia before some 13,000 Philco employees.

Whiteman and Philco continue in the 1942-43 Blue Bird tour, which starts in June, Sunday 8-7 p.m., the Hall of Fame series suspending for two weeks June 27, with the tour merely filling in with a summer series of Whiteman music.

Some of the band agencies are hot after potential leader material now in uniform, signing various personalities for post-war tries at recording. Agency men are not too eager to tell who they're already signed and, for obvious reasons, who they're after, but a contract already definite is that between General Amos. Corp. and trumpet player Ziggy Elman. Later with Tommy Dorsey post-war. He's in a California post-war.

Like Elman, a majority of the material being approached and already signed had previously worked as sidemen. Before going into service, Elman was frequently approached to form his own band, but consistently rejected such ideas, preferring to remain free of responsibilities by remaining a well-paid underling.

## Files WB Suit Vs. 'Hit Parade'

American Tobacco Co. and Foose, Cone & Belding, ad agency, the Lucky Strike "Hit Parade" radio program, has filed suit with papers last week in suit against the show owned by Advanced Music, Inc. The suit charges that the program, Luckies has 20 days to answer the charge being made by Warners, to be held on once despite the industry, that the "Hit Parade" is "unlawful" in the music business due to inaccurate rating of the so-called "hit songs."

Warners action is based on the program's handling of "Don't Sweetheart Me," published by Advanced, which was performed on the cigarette show once despite the fact that for weeks it was up among the best sellers in sheet music and performance.

Serving of papers on the sponsor and advertising agency marks the first time a legal move by a music publisher has reached the filing stage. The move, which the industry has objected to and threatened court action against the program, but has not yet beyond making threats.

## Goodman to Play At Servicemen Hosps With Pickup Outfit

Benny Goodman intends organizing a small combination next month to perform at servicemen's hospitals. He won't have a set band, but will use whatever men are available, such as Count Basie, currently the Lincoln hotel, N. Y., or Teddy Wilson, former alumni. He figures on starting in June.

Goodman hasn't done any work since disbanding his orchestra in previous months ago.

## DEEMS TAYLOR AGAIN ELECTED ASCAP PRZ

American Society of Composers, Authors and Publishers re-elected Deems Taylor as president for the third straight year last Thursday (28), putting into office with him Gustave Krumpholtz and Oscar Hammerstein II. Vice-president, George W. Meyer, Jr., Max Dreyfus, treasurer; Jack Bregman, assistant treasurer; Irving Cramer, assistant treasurer.

Officers were elected by the board of directors, which was put into office via a membership vote several weeks ago. John G. Faline remains as general manager.

## Deems Taylor's Music Doctorate At Syracuse

Deems Taylor, president of American Society of Composers, Authors and Publishers, was awarded a doctorate of music degree from Syracuse University yesterday (Tuesday). Occasion was the 40th anniversary of the commencement.

Taylor has received similar citations from Dartmouth, University of Rochester, Cincinnati Conservatory of Music, and the University of Pennsylvania and a doctor of literature from Juniata College.

## 10 Best Sellers on Coin-Machines

(Records below are grubbing most nickels this week in jukeboxes throughout the country as reported by operators to "Variety." Names of more than one band or vocalist after the title indicates, in order of popularity, whose recordings are being played. Figures and names in parentheses indicate the number of weeks each song has been in the listings and respective publishers.)

1. Love, Love, Love (8) (Sanity).....	Guy Lombardo.....Decca
2. I Love You (2) (Chappell).....	Bing Crosby.....Decca
3. Besame Mucho (16) (Melodylane).....	Jimmy Dorsey.....Decca
4. Don't Sweetheart Me (7) (Advanced).....	Abe Lyman.....Hit
5. When They Ask About You (7) (Berlin).....	Jimmy Dorsey.....Decca
6. Couldn't Sleep Wink (10) (T. B. Harms).....	Sonny Dunham.....Hit
7. I'll Be Seeing You (2) (Williamson).....	Frank Sinatra.....Columbia
8. Poincaines (7) (Marks).....	Dinah Shore.....Victor
9. Do Nothing Till Hear (10) (Robbins).....	Bing Crosby.....Decca
10. I'll Get By (1) (Berlin).....	Tommy Dorsey.....Victor

Joe Glaser moves his band management office to the Squibb Bldg., N. Y., next month.

Everett Neil doubling as announcer at KDKA, Pittsburgh, and piano with Al Marsico band at Nixon Cafe, Pitt.

## British Best Sheet Sellers

(Week Ending March 30, '44)

London, April 1.	
Paper Doll.....	Maurice
Kiss Me.....	Southern
It Can't Be Wrong.....	Chappell
Someday Soon.....	Connelly
My Heart Tells Me.....	Wood
Journey to a Star.....	Wood
Sending My Blessings.....	Gay
If I Had My Way.....	Connelly
Getting Tired.....	Chappell
No Love, No Nothing.....	Wood
I Wonder Why.....	Cinephonic
Victory Polka.....	Chappell

## Canadian Tootie-Ace In German Prison Camp

Chicago, April 25.  
Leslie Lucas, former trombonist with Jerry Fuller orchestra here and later with Len Hopkins' band in Ottawa, is reported a prisoner of war in Germany. Flier with RCAF, was reported missing after a raid on Leipzig Feb. 8.

Spade Cooley's two orchestras, the Barn Dance Gang and the Rhythm Riders, switched management to Rockwell General Amusement Corp. on a seven-year contract.

## On the Upbeat

Columbia Records releasing albums by Count Basie, "Blues by Basie," and another by singer Buddy Clarke, now in Army, on May 15.

Joe Morand combo started its second year at the Astor hotel, N. Y., last week.

Milt Herth orchestra switches to William Morris agency management May 18.

Stan Kenton's orch. plays its swan song on the Bob Hope show June 8, after which it swings east on a theatre tour.

Sy Shirlman has taken over personal management of Bob Chester's band.

Frankie Carle orchestra set for Frank Dalley's Terrace Room, Newark, N. J., opening May 11.

Ritty Yates band, after six-months at Head Roosevelt, Pittsburgh, enlarged to open Bill Green's Casino, Friday (28). Replaces Joy Taylor's all-girl outfit.

Johnny Kalish, Pittsburgh bassist, from Eddie Stone band to Chuck Foster at Blackhawk, Chicago.

Frankie Carlson, drummer, last with Horace Heidt, into Marine band at Camp Elliott, Calif.

My White, former Woody Herman guitarist, joins CBS studio band in N. Y.

Carlos Molina's orchestra, handled by Frederick Bros. agency, replaces Al Donshe May 25 at the Palace hotel, San Francisco.

Hal McIntyre band signed for "Katie Was a Lady," third picture at Columbia.

Karl Kalash band inked for third year on Regal Amber Beer air program, originating at KPO, San Francisco.

Harry James' band booked May 13-14 at the San Francisco Civic Auditorium.

Wynonie Harris replaced Trevor Bacon as vocalist with Lucky Miller's band. Tab Smith is leaving to form his own three-piece combo.

Jan Savitt band follows Louis

Armstrong into Trianon Ballroom, Los Angeles, starting June 6.

Louis Prima band held over at Park Central hotel, N. Y., another three weeks. First four ends May 11.

Abe Gayle orch moved out of Mike Lyman's into the Monte Cristo, near Hollywood calms.

Charlie Barnet, reclassified 4F for the fourth time, is returning to Culver City, to lead his band at the Casa Manana as soon as Bob Crosby moves out.

## Wallenstein Re-signed As L.A. Symph Maestro

Los Angeles, May 2.  
Alfred Wallenstein was signed for two more years as musical director and conductor of the Los Angeles Philharmonic Orchestra.

Harvey S. Mudd was re-elected, president of the association and Mrs. Leland Atherton Irish continued as executive vice-president and secretary.

## Kaye's Coke Shots

Sammy Kaye's orchestra will occupy the Coca-Cola broadcast for at least the next two Fridays and possibly one other. Kaye will work from service camps in the N. Y. area and will use his "So You Want to Lead a Band" audience stunt on each show.

As a rule, bands on the Coca-Cola show vary each night of the week.

## St. Loo's Band Switch

St. Louis, May 2.  
At the suggestion of Mayor Aloys P. Kaufmann, the Board of Estimate and Apportionment last week contributed \$7,000 to the 1944-45 budget for cello band concerts in various city parks.

Until about six years ago the city annually paid for the cello concerts but a tightening of revenue and heavy expenditure caused an abandonment of the policy.

## MLPS SYMPH NEEDS 100G

Minneapolis, May 2.  
More than \$100,000 still is needed to assure a continuation of the Minneapolis symphony orchestra.

An appeal has so far netted about \$65,000.

*The Song that appeals to the Millions in the Service  
as well as the Millions at Home!  
and the Public loves it!*

# SO LITTLE TIME TO SAY GOOD BYE.

by W.R. Williams Dance Orch. by Jim Blade

Published by WILL ROSSITER 173 W. Madison  
Oct. 1943. CHICAGO ILL.

P.S. Remember that old saying? "Brains originate, Donkeys imitate."

England's Great Hit Introduced in America by Joan Brooks

# Silver Wings In The Moonlight

Words and Music by HUGH CHARLES, LEO TOWERS, SONNY MILLER

MILLER MUSIC CORPORATION 1619 BROADWAY, N.Y. 19 • LON MOONEY, Gen. Prof. Mgr.

**TOMMY DORSEY** Features

# WHEN YOU PUT ON THAT OLD BLUE SUIT AGAIN

On the COCA-COLA Spotlight Band, Mondays, 9:30 P.M., and Currently Panther Room, SHERMAN HOTEL, Chicago  
BROADCAST MUSIC, INC.

# Inside Stuff—Music

When Red McKenzie, one of the less publicized members of the Paul Whiteman alumni association, made his first New York appearance in several years at the Town Hall jazz concert recently, his ex-boss was on hand to greet him. McKenzie, the former St. Louis jockey and arranger of the Mound City Blue Blowers, was Whiteman's choice to succeed Ben Crosby when the latter branched out on his own.

After hearing the first part of the concert from out front the Hall of Fame master ducked backstage for the remainder to cut up old touches with Red, Milt Mole (another former employee), Eddie O'Connell, Pete Russell, Sgt. Joe Buskin and other participants.

Teri Josefovich, lobby entertainer at the Paramount theatre, N. Y., now there seven years, has teamed with Andy Russell, lifetime partner of the late Fats Waller, and together they have already turned out five songs, including two that will be published. "Big Boy" and "Last Night I Kissed a Dream." The other three are "When the River Don Run Dry," "Hum-A-Round Blues" and "One Day at a Time."

Switching usual procedure of adapting magazine serial to radio drama, "Joe and Mabel" comedy-drama, which ran 67 weeks as an NBC sustainer, has been sold to Colliers magazine for story with possibility that it will be developed into regular series. Show was written by Irving G. Neiman, who will pen the Collier chore with permission of his commanding officer, since he's now a corporal in the Army Air Forces.

Session recently held down guest spot on the Kate Smith program.

"The Lonesome Train," Earl Robinson's and Cpl. Millard Lampell's Abe Lincoln cantata which premiered on the CBS-Norman Corwin series, March 21, has been recorded by Decca for album distribution. Raymond Massey, Lincoln on the original broadcast, departed for Hollywood before the Decca session and was replaced by Raymond Edward Johnson. Release date of "Train" album not yet decided.

## Stricken on Stand

Pittsburgh, May 2.  
Joy Taylor, leader of all-girl orch at Bill Green's Casino, was stricken with appendicitis while on stand one night last week and had to be rushed to the nearby McKeepner hospital for an emergency operation. Happened during third and final week of engagement and outfit finished without a leader.

Mrs. Taylor's condition is improving.

## Martel's Crew Shifts To Hotel Cleveland May 10

Cleveland, May 2.  
Gus Martel's orch. moving into Hotel Cleveland's Bronze Room, Cleveland, May 10, when George Hamilton's crew checks out for date at New York's Waldorf-Astoria.

Management ordered Hamilton to drop early rug-cutting sessions, playing only dinner concert music up to 9:30 p.m. last week to get around 30% amusement tax. Martel's band to follow same policy.

Monaco's Cafe, another downtown spot, not only dropped all floor shows except on weekends but also eliminated dancing, on weekdays. Versatiles' orch. now playing dance music only on Saturdays.

## Max Kearsom Opens

Spot at Geneva, N. Y.

Max Kearsom, one-night operator at Mecca Temple, Saratoga, Pa., and at Arena, Rochester, N. Y., is opening a new summer spot May 17 at Geneva, N. Y., near the Sampson Naval Training station. He will operate in a 3,000-capacity army.

Initial band is Lionel Hampton's on May 17, band shifting the following day to Rochester for the same promoter.

## Mpls. Mulling Juke Tax

Minneapolis, April 25.  
City council is mulling ordinance to license and regulate juke boxes. Alderman Herbert Finseth, author of measure, says it's based on complaints from quiet-loving citizens disturbed at untimely hours.

Ordinance would license machines at \$10 each per year; would bar them closer than 300 feet to church or school and would prohibit operation between 11 p.m. and 8 a.m. except in licensed taverns, where they could be played until 2 a.m.

## Music Notes

Martin Skiles checked in at Columbia to supervise and conduct the scoring on "Kansas City Kitty."

Cpl. Gail Kubik, composer of background music for "Memphis Belle," film short, has been transferred to the First Motion Picture Unit, AAF, Culver City.

Lou Silvers assigned as musical director on the Bing Crosby production, "The Great John L."

Hoagy Carmichael sings "How Little We Know," cuffed by Simine, and Johnny Mercer, in "To Have and Have Not" at Warner's.

# NBC, CBS, Blue, Mutual Plugs

Following is list of the most played popular tunes on the networks for the week beginning Monday and through Sunday, April 24-30, from 5 p.m. to 1 a.m. List represents the first approximately 25 leaders in alphabetical order (in some cases there are ties, accounting for a longer list). The compilations embrace the NBC, CBS, Blue and Mutual Networks, as represented by WEAF, WABC, WJZ and WOR, N. Y., and are based on data made possible by Accurate Reporting Service, regular checking source of the music publishing industry.

TITLE	PUBLISHER
Amor—"B'Way Rhythm"	Melodylane
And So Little It's Spring—"Lady in Dark"	Lincoln
Beasme Mucha	Famous
Do Nothing Till You Hear From Me	Melodylane
Don't Sweetheart Me	Robbins
Going My Way—"Going My Way"	Advanced
Gone With You—"Gone With You"	Burke
Holiday for Strings	Shapiro
How Blue the Night—"It's Ails and a Jeep"	BVC
I Dream of You	Robbins
I Love You—"Mexican Hayride"	Chappell
I'll Be Seeing You	Williamson
I'll Get By—"Guy Named Joe"	Berlin
I'm In Love With Someone	Forgie
Irresistible You—"B'Way Rhythm"	Fox
It's Love, Love, Love	Sandy
Long Ago and Far Away—"Cover Girl"	Crawford
Long I Know—"Up In Arms"	Harms
Love Me—The "Sisters and a Sailor"	Marks
San Fernando Valley	Morris
Someday I'll Meet You Again—"Passage Marseilles"	Witmark
Take It Easy—"It's Ails and a Jeep"	Sandy
Time Waits For No One—"Shine Harvest Moon"	Remick
When They Ask About You—"Song of Open Road"	Barton
When You Dream I'm the Dreamer	Bevin
	ABC

↑ Financial. \* Legit Musical.

# GUYNARD and his Royal Canadians

# KENTUCKY

on the  
TREASURY HOUR  
Thursday Nights—Crest-to-Crest  
and  
on DERRY DAY, May 6  
CHELSEA Cigarette, EDGEWORTH Tobacco Shop  
Saturday Nights—Blue Network

# KENTUCKY

A Song As Warm As The Grass Is Blue

## BROADCAST MUSIC, INC.

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4150 50 LITERS TIME

REPUBLIC PICTURES

and ALL other picture studios use this VISUAL record of one life of over 100 publishers, plus old favorites, in a dramatic and thrilling way of chorus. Samples free.

TUNE-DEX

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Top Tunes for Your Books  
An All-Time Favorite  
On the Sunny Side  
of the Street  
Music by . . .  
JIMMY McHUGH  
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Large Massachusetts Seashore Amusement Resort and Real Estate Development. Over 100 acres. Beautiful Ballroom overlooking ocean. Swimming Pool, Bowling Alleys. In continuous profitable operation from 1924 to present. Owner retiring.

Write Box 150, Variety, 154 West 46th Street, New York 19, N. Y.

## More on First Film Score

New York.  
The first big feature was presented in December, 1913, by Famous Players Pictures (Adolph Zukor) at Daly's theatre, B'way and 29th street, N. Y., under the title "Queen Elizabeth," starring Sarah Bernhardt and Lou Tellegen. It was about a two-hour feature.

I was the musical director for that picture, which had exactly a four-week run at that theatre.

The original music score was composed by Joseph Briel, who also composed the original score for "The Birth of a Nation."

To further substantiate the details, here are some facts that may be useful:

The rumor at that time was that Mr. Zukor required backing and it appears that a three-cornered deal was concluded with the Shuberts (clipping in the use of the theatre, Marcus Loew (at that time Peoples Amusement Co.) and Adolph Zukor. Loew's interest and connection with the presentation and launching of the first long star-featured picture is indicated by the fact that Joseph M. Schenck, then of Loew's, interviewed me, after which he called in Mr. Menckel, who was at that time personnel manager, and he engaged me. Besides this detail, Mr. Menckel was present at the rehearsal on the morning of the day the picture opened. He is still with Loew's.

For information music we used "Hanky Panky" overture from the show of the same name.

Michael Hoffman.

Broadcast Music, Inc., board of directors last week elected J. Harold Ryan president and a director.

Mac Green, contact man with Lincoln Music, left N. Y. this week with his family to open a Hollywood office for that company.

Top tune of 20 musical smash FOUR JILLS IN A JEEP hitting radio's top

# HOW TO BE THE NIGHT

Lyrics by HAROLD ADAMSON

Music by JIMMY McHUGH

ROBBINS MUSIC CORPORATION 799 SEVENTH AVENUE, N. Y. 19 • JERRY JOHNSON, Gen. Prof. Mgr.



















# Chin On Upgrade; Rebecca \$17,800, 'Abie' 12G, 'Kiss' 16G, 'Blossom' \$20,200

Chicago, May 2.—Business continues to move with several attractions again enjoying a nice increase last week. "Blondie" (at the Blackstone) did \$20,000 and "Rebecca" at the Selwyn Saturday (6) after her first week. Maurice Schwartz's Yiddish production of "The Family Carey" follows it, opening May 11. "Kiss and Tell" is staying around \$16,000, and "Oklahoma" is well-sold. The Great Northern reopened Saturday (2) with "Uncle Harry" and cast headed by Luther Adler and Beat Merritt. While closed, the house underwent extensive renovations.

**Estimates for Last Week**  
"Abie's Irish Rose" (Studebaker) (4th week) (1,200; \$3). Hired to \$12,000.  
"Blossom Time" (Blackstone) (4th week) (1,200; \$2.60). Nice increase to \$12,200.  
"Kiss and Tell" Harris (3rd week) (1,000; \$3). Staying around \$16,000.  
"Oklahoma" (Edwards) (4th week) (1,000; \$2.50). Sellout \$20,000.  
"Rebecca" (Selwyn) (2nd week) (1,000; \$2). Staying at \$17,800.  
"Uncle Harry" (Great Northern) (2nd week) (85). Opened Saturday night (12). All-night performance took about \$2,500.

# 'Rosalinda' Up To 25G, Philly

Philadelphia, May 2.—Main surprise of last week was the way "Rosalinda" at the Walnut closed its 45th and final week at the Forrest, bounced back to a sturdy \$25,400, which was four grand more than opera did in its fifth stanza. Although few legions was generally okay without being in any instance sensational.

"Porgy and Bess" was just under \$16,000 in its third week at the Edwards and the drop of five grand indicated management acted wisely in holding return engagements. Instead of taking a chance with a fifth frame as figured. Even at \$16,000, which is a very good capacity at this big mid-rehearsal opera house, it is on the right side of the ledger.

David Barrymore's return in "The Green Cross" at the Walnut proved some under expectations, but was generally satisfactory with \$13,500 and Edlyn Williams drama should beat that mark this week. Although not staying, Barrymore was apparently not staying. Another booking for later this month is consistently expected. "The Green Cross" at a disappointment here, got under \$8,000 in its third and final week at the Walnut.

Last night (1) two shows returned "Blithe Spirit" to the Walnut, two weeks and "Family Carovels" at the Forrest. "Spirit" played in two stanzas at the Walnut last night, present stay slightly limited although Walnut also has another booking mentioned. Yiddish Art Theatre did Selout week at Walnut in March and is now at the Forrest for another season.

Bookings listed are at the Forrest, which keeps "Lovers and Friends" on Saturday night and "The World" closing its second one-week stand of the season. "The World" 1,000-center was scaled \$3.05, and eight performances copped an estimated \$10,000.

**Ladies' 16½G, Pitt.**  
Pittsburgh, May 2.—"Good Night Ladies" took a very satisfactory \$16,000 in its first week at the Forum, playing at the same place. Present and final season, however, will be much better, from advance sale indications.

**'Road' 5G, Schenectady**  
Schenectady, May 2.—"Rosalinda" (at its third engagement in Schenectady) closed its 23rd week in three nights at the Erie, a Fabian theatre.

# 'Spirit' Tops \$24,000, In Wash. For SOCK BIZ

Washington, May 2.—"Blithe Spirit" in eight stanzas at the National theatre, grossed \$24,000 more than \$24,000 last week. Only matinees were off, with night completely sold out. "Rosalinda," which left after the Washington engagement, will be a highly profitable attraction, with big balances gone for the two weeks.

Katherine Cornell in "Lovers and Friends" has been in for one week and already mail orders are piled high for this attraction. "The World," which was booked for the week of May 23, after a week of the San Francisco engagement, will be a highly profitable attraction, with big balances gone for the two weeks.

There is still some uncertainty over the week of May 23, but the fact that National will be open during July and August, or until the new season, says Mrs. Gordon has already contracted for the week of October 2. He will see John P. Macquard's dramatization of his own "The Gate of Apley," best-selling novel of several years ago.

**'Doughgirls,' \$12,400,  
'Boys' Nifty \$26,500**  
In Tophight Detroit  
Detroit, May 2.—Crosses continue tonight for last three days of the season, but matinee houses in operation.

"The Student Prince" (at the Casino) "Something for the Boys" hit its top local figure, \$26,500, at 9:30 p.m. The "World," set for six days when "A Clockwork Orange" comes in, will be a highly profitable attraction.

"The Doughgirls" at the Lafayette also continued a slight climb, \$12,400 in third week at house's new engagement. As compared to \$11,655 peak. Last week saw \$12,000, topped to \$22,000 in third week, and Guy Kibbee in "The Old Sock" takes over.

Carroll's "Vanities," which reit the Wilson, goes along but in well but said to be expected to be estimated around \$12,500. "The Student Prince" (at the Casino) "Something for the Boys" hit its top local figure, \$26,500, at 9:30 p.m. The "World," set for six days when "A Clockwork Orange" comes in, will be a highly profitable attraction.

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# B'way Eases Off Though Biz Still OK; 'Helen' Goes to Town at \$28,000, 'Allah' 15G 6G, 'Fling' Looks Mild

Broadway eased off, further last week, but many days are still mitigating against theatregoing, but legit is prospering, as indicated by the fact that the Washington engagement, will be a highly profitable attraction, with big balances gone for the two weeks.

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Broadway eased off, further last week, but many days are still mitigating against theatregoing, but legit is prospering, as indicated by the fact that the Washington engagement, will be a highly profitable attraction, with big balances gone for the two weeks.

There is still some uncertainty over the week of May 23, but the fact that National will be open during July and August, or until the new season, says Mrs. Gordon has already contracted for the week of October 2. He will see John P. Macquard's dramatization of his own "The Gate of Apley," best-selling novel of several years ago.

**'Doughgirls,' \$12,400,  
'Boys' Nifty \$26,500**  
In Tophight Detroit  
Detroit, May 2.—Crosses continue tonight for last three days of the season, but matinee houses in operation.

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"A LUX Girl?  
You bet I am!"

My Lux Soap Facials  
really make skin lovelier"

In a recent test of Lux Toilet Soap beauty facials actually 3 out of 4 complexions improved in a short time. Lovely Rise Stevens gives you a tip you'll want to follow: "These ACTIVE-LATHER FACIALS with Lux Toilet Soap do wonders for my skin!" she tells you. "First I cover my face generously with the creamy lather and work it in gently but thoroughly. I rinse with warm water, splash with cold—then pat to dry. Simple, but it works!" See if these beauty facials don't make your complexion lovelier.

STEVENS

RISE  
STEVENS

IN PARAMOUNT'S

"GOING  
MY WAY"

NOW SHOWING LOCALLY

SCREEN STARS  
ARE RIGHT!  
THESE LUX SOAP  
FACIALS REALLY  
DO MAKE SKIN  
SMOOTHER, SOFTER,  
MORE ADORABLE!



• FIGHT WASTE

It's patriotic to help save soap. Use only what you need. Don't let your cake of Lux Toilet Soap stand in water. After using place it in a dry soap dish. Moisten last siver and press against new cake.

Lux Toilet Soap L-A-S-T-S...It's hard-milled! 9 out of 10 Screen Stars use it

Published Weekly at 154 West 44th Street, New York 19, N. Y., by Variety, Inc. Annual subscription, \$10. Single copies, 25 cents. Entered as second-class matter December 22, 1924. Post Office at New York, N. Y., under no. 6730. POSTMASTER: PAY TO THE ORDER OF VARIETY, INC. ALL RIGHTS RESERVED.

VOL. 154 No. 9

NEW YORK, WEDNESDAY, MAY 10, 1944

PRICE 25 CENTS

# THEATRE

## Click of N.Y.C. Center May Pave Way for Govt. Sponsorship of Arts

New York's experiment this season with community-sponsored entertainment at the City Center of Music and Drama will lead other cities to follow suit and eventually bring Government sponsorship of the arts.

This is the opinion of Newbold Morris, president of N. Y.'s City Council and board chairman of the Center, based on his observation of its first formal season which ends Saturday (13).

Thousands of people getting a taste of drama, opera and ballet for the first time, says Morris, may be satisfied nonetheless with a picture diet of double features three times a week. The Center has built new audiences many of them youngsters who'd never seen live stage figures before. There was no competition with commercial theatre, he maintains. The Center sold over 50,000 admissions through schools and trade unions to people who could never afford \$3 to \$5 commercial prices.

From December to May 1, at a \$2.50 top, the Center had played to 131,448 attendance (\$39,178 paid admission). (Continued on page 37)

## Political Films For Troops Abroad Banned By War Dept. Ruling

An undercover rumble on Capitol Hill, aimed at pic, is believed partly responsible for an order issued by the War Dept. May 4 to insure impartiality in the dissemination of political information to troops.

The order covers films, radio and live entertainment, as well as general news.

With the election coming on, skeptical Congressmen are carefully eyeing everything that goes out to the men in uniform, who will vote this year in larger numbers than ever before.

Some of the Congressmen have been commenting that the films shipped overseas free, with the compliments of the industry, "they are watching the entertainment pie for concealed propaganda." One beef, "not yet in the open, is over 20th-Fox's intimated 'Wilson'." Republicans fear this might spark party and cause G. I.'s to vote Democratic.

So out came the Army order, which says in part: "The burden is on the Army to see."

(Continued on page 36)

## Shirley Booth Retiring To Be With GI Husband

Shirley Booth plans retiring from the stage as well as radio in order to be with her husband, now in the Army. She departs "Tomorrow the World," which left, now in its second season on Broadway, where she created the leading female role opposite Ralph Bellamy, himself recently returning to Hollywood, with Conrad Nagel as his replacement.

Ruth Maitland, ex-Merry Widow, which closed Saturday (6) on Broadway, advised Mrs. Booth. Call Patrick and Mary Astor were spoken of for the role, the latter, however, returning to Hollywood soon.

## UAW Makes Bid For Det. Station

Detroit, May 9. The United Auto Workers Union (UAW), the nation's largest labor union, may be going into the radio business.

Following his return here from the union's directors' meeting in Minneapolis, James F. Hopkins, president and general manager of station WJBK here, admitted that a deal was in prospect by which the station would be sold to the workers' union as a publicity outlet.

Hopkins was accompanied to the Minneapolis meeting of the UAW meeting, where the proposal was

## Lowly Accordion May Squeeze Into Society Post-War; in GI Favor

The despised accordian may come home from four corners and out of the cocktail-lounge into white-hot, anti-faia society after the war, as a result of its extensive use overseas in entertaining troops.

An easily transported instrument, it has proven an invaluable substitute for pianos in accompanying entertainers, but, more important, it has blossomed a solo instrument, soldiers taking to accordian collects avidly.

Square-toe enthusiasts at ready evision accordian recitals in spots like Carnegie or Town Hall, N. Y., appear to have a taste of this new audience interest, especially after the way G.I.'s have gone for the latest faia accordian mix with pop.

UAW-Camp Shows officials have 150 players overseas now, and 200 are expected by the first of the year. Better known overseas at various times, it has been featured by Peter Kovacs; George Carroll; Frank P. Allen; Armand; Julie Gardner and Jerry Shiell.

## ROLE OF POST-WAR TO BE \$1,000,000

## U. S. Plans to Mobilize Networks, Local Stations in Returning Fighting Boys to Peacetime Jobs—D. C. Radio Huddle Skedded

## FILMS ALSO FACTOR

Washington, May 9. Show biz in general, and radio in particular, face a post-war national service job as big as the one they are doing now.

The Government is counting heavily on them to help find jobs for 11,000,000 returning servicemen and for many millions of war workers whose factories will be shut down. Radio, which wasn't around at all during the last war, is now rated so important a medium by all Federal departments that the little group of men working on retraining and

(Continued on page 39)

## Wallis May Close With Paramount

One of the hot deals for Hal Wallis and Joe Hazen is with Paramount, that company to supply bankrolling and distribution. This is one of several bids among others being by J. Arthur Brown via Arthur W. Kelly, for the Eagle-Lion Films set-up, U. S. outlet for Rank's British pic interests.

Wallis' deal with Fox, Shumlin-Lillian Hellman for "The Searching Wind," Broadway way click, on a profit-sharing arrangement. Another deal, still simmering and to be a component of Wallis' production activities, whether via Fox or otherwise, may well be the Theatre Guild's plans as Wallis and Hazen have had conversations along these lines with Guild attorneys.

## 10gers Glum About 30% Outlook for Cafe Acts

The agents are "hopelessly" waiting for some relief from Washington on the 30% tax, otherwise its inevitable effect on the cafe act is dire. Taxation must eventually take its toll, as everybody at the trade shows agrees, and where the bookers used to call up the lowliest agencies for "any available talent" for "top jobs," because of the talent dearth, the reverse may well come into existence. That can mean only one thing—unemployment. Diverse, "entirely shadowed, because of the tax's effect. And that in turn, it means a cut in salary levels.

## Intricate Codes on Invasion Have Networks Jittery on 'False Alarm'

## Will Anybody Be Sober Enuf for Carnegie Hall?

Many Warnow, master of the "Strike Hit Parade," contracted last week with Milton M. Bergman, president of Carnegie Hall, N. Y., for a "Victory Jubilee Concert" at the Hall on the first night of Germany's surrender. How the affair could be solidified fast enough to meet the time element, even if plans are blueprinted months in advance, isn't part of the pattern. It is to start at midnight.

Concert will include as many guests as possible to round up at the time, and it will be broadcast over CBS.

## Broadway Legit Probes Big Skid

Drop in business on Broadway was the subject of managerial queries last week, showmen seeking reasons for it, but it's pointed out, that attendance usually drops upon arrival of warm weather. Also indicated that some attractions are nearing the end of their careers. "Fog" shows dropped out of the 14th Saturday (6); but three were flop. The one sold out as heretofore but there were signs of eating off. More tickets were returned from the agencies and the advance sale slackened.

In some managerial quarters it was

(Continued on page 36)

## Abnormally High Vaude Pay Making It Tougher For USO to Get Talent

Abnormally high salaries being asked—and paid—for all types of vaude acts below the top-notch—has made it increasingly difficult for USO-Camp Shows to secure top talent for overseas and domestic engagements. At the beginning of the war, performers looked upon the USO as a source of steady work, and in theatres, and prices have shot sky-high. "It's undeniably few," said one, "take time for camp duty."

Agents and bookers have had several meetings lately to try and devise a method of persuading more acts to shift to USO activities. They have been running into a "few" of "hard accommodations." "Tough traveling," etc. many troops open their eyes down USO requests with the assertion that the bubble will burst all too soon and that they want to lay in a head while the getting is good. Majority of the acts that do go out on a USO tour are no longer around in 15 and 20 weeks. They have a rule, for six to eight at the time.

Some of the more nervous radio network newsmen toppers, are plenty worried over the intricate systems of verbal codes worked out for use by London correspondents to thwart the censor—and tip off the invasion—during a positive German-made phone chat.

Calls are put through daily to set up broadcasts, make reports, etc., and the various nets have set up word cues to be used as signals that "invasion is imminent," "started last night," etc. etc. Cues, naturally, are ordinary every-day words so as not to excite suspicion, and the imaginative boys around the nets are worried sick lest one of their overseas staff slips a cue in inadvertently. What with everyone on this side in a constant state of jitter waiting for things to break it's feared the accidental use of a word cue might be taken as the McCoy by some guy wanting to scoop the world.

Remember the phony armistice? That would be nothing compared to nationwide airmen invasion flash that turned out to be a dud.

## E. B. Davis Mulls Revival Of 'Ladder,' Which Cost Him \$1,300,000 in '26

Edgar B. Davis, whom Broadway may remember as the angel who had his wings clipped for \$1,300,000 in 1926 to put "The Ladder" across years ago, has breezed into New York from Texas and is toying with the idea of producing the play in London and reviving it on the Main Stem.

Davis has expressed no regret over dropping to sell a sum on a million-dollar idea, that of rubber planting in Java. U. S. Rubber Co. paid him \$1,000,000 to start the first plantation in the now war-torn country. "He later found oil in Texas, where he resides and where he has another fortune in oil and manufacturing. He took a trip around the world and came back with a million-dollar idea, that of rubber planting in Java. U. S. Rubber Co. paid him \$1,000,000 to start the first plantation in the now war-torn country. "He later found oil in Texas, where he resides and where he has another fortune in oil and manufacturing. He took a trip around the world and came back with a million-dollar idea, that of rubber planting in Java. U. S. Rubber Co. paid him \$1,000,000 to start the first plantation in the now war-torn country."

"The Ladder" was first produced in October, 1926, at the Manhattan.

(Continued on page 38)

## COHAN LEFT \$712,393, UNDER EXPECTATIONS

Though he died wealthy, George M. Cohan was far from fabulously rich as had been presumed in show business. It revealed this week. Cohan, who died in November, dropped considerable money in the last 10 years of his life, except for the \$100,000 he turned over to the "Yankee Doodle" fund.

(Continued on page 38)

## JOAN LESLIE MAY HEAD RADIO SHOW AS SINGER

Program featuring Joan Leslie, Warner film star, in a singing role for 15-minute, pop-per-week, 15-minute radio show, is currently making the agency rounds, with several sponsors reportedly interested.

Stanza would emanate from the Coast, with Matty Malneck's band as musical background.



# Set 'Purple Heart' Circuit With Have Eight Units for 84 Hospitals By June

USO-Camp Shows' hospital program is now an established fact. Three units of seven or eight acts are already on tour. Four are in work, with eight in all planned by mid-June to service 84 general Army and Navy hospitals. These units, which can be broken into smaller groups for simultaneous visits, will tour four or five months each.

These regular units are to be joined with the one-month guest-star tours of Ed Wynn, Gene Kelly and Eddie Cantor, who started the "Purple Heart" circuit off. Similar "names" will be added from time to time, but the circuit will consist of units of standard acts, composed of singers, jugglers, magicians, acrobats, etc. The regular units include: Phyllis Rayes, Paul LaVarre and Brother, Andy Arco, Patsy Garrett, Roy Secor, Arco and Arco, Roy Secor, Senior Arco and Arco.

Innovations are planned for this circuit, with table tennis experts, cartoonists, puppet shows, concert artists, one-act plays, etc. Exhibits of rare pipes and toys on rolling tables for inspection by bedridden G.I.s are planned. The circuit will keep its fingers on ward visits.

Shows open in N. Y. at an army camp the week before they go on tour, so that they can be inspected and approved by the War Relocation Authority.

Shows and the Suiken (General's office) in Washington. Third unit will start Monday (May 11) and next week (May 15); others will follow a week apart. The first show started April 24.

**Glimo Sims' Plan**

Glimo Sims is sponsoring a hospital entertainment program called "The Cantor's 'Purple Heart' Post-war circuit." Her project, titled "Let We Forget Program," has been approved by the War Relocation Authority. She says, "It is to have many of cities where convalescent soldiers are being sent to hospital committees to entertain visiting theater talent as well as to entertain and cheer up the boys in the hospital. Sixty managers have been contacted, with Mayors Edward J. Kelly and George W. Wallace, Jr. of Los Angeles already expressing approval."

## MAE WEST'S COMEBACK A B'WAY EXPERIMENT

Mae West, back on Broadway is trying an experiment. She's had in mind for some time writing and acting a film of the "Maestros of Russia." In order to perfect the story, she decided to write it first as a play and try it out on Broadway before making it into a film. It marks her return to the New York stage after a 10-year absence in films.

Mae West's new play, titled "Catherine Was Great," went into rehearsal Monday (8). Mike Todd is producing, with Le Shubert in the lead. Todd and Mike Todd, according to Mae West, will do the film version.

Her play, she says, retains the humor and personality of Catherine, presenting her as "a Diamond Lil type of the underworld." ("Diamond Lil" is a story of an underworld queen, was Mae West's biggest stage success.) It's not a Sunday school sermon or a "Show Me fairy tale," says Mae West. "But I don't resort to shady, undesirable stuff like a 'Sinner's Regime'."

Her last film, Columbia's "The Heels On," which she costarred with Victor Moore, wasn't any good, she claims. It was the first vehicle she didn't write, and Mike Todd, who she's ranged on after she approved it. "It's a little difficult for authors and producers to understand the difference between the two," she says, "but that's the trouble; it hurt my reputation."

**Jessel's New Deal**

George Jessel returned to Hollywood with a new deal. He's under his belt, having been released as producer. He has three projects, "My Sister," "The Key," and "Kitten on the Keys," awaiting production.

With Betty Grable and Alice Faye as soon as these recent movies can get back into production.

## D-Day B.O. Slump Seen

Film theatres look for a temporary slump in attendance on D-Day and the first weekend after it.

Survey discloses sharp drops, lasting a few days each, at the time of the North African invasion and during the heavy fighting at Cassino and Anzio.

## CANTOR'S 35TH ANN DRAWS 1,500 AT \$10

A jam-packed, 1,500-capacity audience Sunday night (7) at the Hotel Astor, N. Y., paid tribute to and gave ample evidence of their affection for Eddie Cantor. The occasion was the star's 35th anniversary in show business, and a special four-page souvenir edition of "Variety" was presented by the publisher.

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Cantor seized upon Miss Hurst's well-phrased speech that this turnout was as much a tribute to his tribute.

Business as it was to Cantor. The comedian introduced in telling of his currenty being "in the line" to the half of the "purple heart circuit," meaning the hospitalized war veterans.

Cantor leaves New York June 28 and returns to Hollywood Aug. 4. In the meantime, he will be making 28 hospitals, the itinerary taking him from N. Y. to Norfolk, South Carolina, Tennessee, etc., and on into New Mexico and Texas before hitting the west coast.

Cantor signed Monday (8) to do a scene with Nora Martin, singer on his radio show, in Warner's forthcoming "Hollywood Country Club."

## Why Disc Jockeys Only Play Records of Crosby

Disc jockeys have to be extra careful what they say on the air about Frank Sinatra. The fans are that rabid. Let any jockey make a crack that can easily be misunderstood, or even say something glowing about Bing Crosby while discussing Sinatra, and station switchboards light up like Xmas trees with calls from angry listeners.

Making conversation last week, Mike Todd, producer of the new movie-believe-BLWNR, N. Y., "Mack and Mabel," commented, "I've wondered why all the gals about Sinatra are so crazy." He mentioned "wheelchair" crack someone had made. Renard was misconstructed. He physically. He mentioned that Block advised his listeners that, in the future, if they wish to express themselves they should write letters.

## Sinatra's Strep

Frank Sinatra was taken to a N.Y. hospital Sunday (5 a.m.) Monday morning with a strep throat, which had him under a high fever. Singer had been in the city for a few days and almost did not make his "Hit Parade" broadcast Saturday (6). His condition yesterday, however, was reported okay. He will be replaced by the new Yip Harburg tonight (Wednesday) Sunday.

Sinatra is due to leave for the Coast Sunday (Sunday) to make the first of two pictures for Metro.

**Sinatra to 'Step Live'**

Hollywood, May 9. Frank Sinatra's second picture for Metro, "The previous picture, "Serenade" and carrying other tentative names, will be released as "Step Live" by Metro.

Picture wound up its shooting schedule several weeks ago and is now in the editing process.

## KEN MURRAY'S "BLACKOUTS OF 1944"

El Capitan Theatre, Hollywood, Cal. "Blackouts" is a new show comes along that's too funny for words—Ken Murray's "Blackouts" is one of them.

HOWARD LINDSAY and RUSSEL CROUSE

## Jennifer Jones Hit By 20th Suit

Los Angeles, May 9.

Breach-of-contract suit for \$613,000 was filed here in Federal court by 20th-Fox against Jennifer Jones, charging the Academy Award winner with refusal to report to the studio for June 14, 1945 to make the role of "Laura," which was later assigned to Gene Tierney. Damages of \$500,000 are based on the star's lost business value, and the rest on losses sustained by the studio through her disappearance.

Complaint states that Miss Jones, legally known as Phyllis Walker, was signed by David O. Selznick on Aug. 30, 1941 but was not used by him in a picture. In March, 1943, the plaintiff fees, she was engaged for "The Song of Bernadette" and achieved worldwide note through the film. Jones was then starring in that picture. It is further recited that Miss Jones was signed by 20th-Fox on June 14, 1945 to make pictures between Nov. 2, 1945 and Nov. 2, 1944.

## Hillcrest Country Club 150C Fire Loss Insured

Hollywood, May 9.

Fire completely destroyed the Hillcrest Country Club, favorite spot of many Hollywood stars, last night (7) when a fire broke out while wiring set on the blaze. Over 300 members and guests were forced to flee the flames just before starting the Sunday (7) buffet dinner.

Three alarms were turned in, but equipment was unable to cope with the fire because of quick spread. Loss of equipment and members' clothing estimated to run \$150,000, was covered by insurance.

## Jolson Places East

Hollywood, May 9.

Al Jolson has planned to "Wash out" and will then go to N. Y. for his guest appearance on the Philco-Radio Hall of Fame.

He is accompanied by Harry Act.

## UAW's Radio

Continued from page 1

discussed, by his attorney, Morris Lusk, and Arthur Croghan, promotion manager. It is understood that the union will get a boost of the present bid by the union.

Union men have expressed the hope that Wm. Fox will move into the radio business since it already has a setup by which it can produce radio programs for the war plants. In addition, it has made a specialty of foreign-language broadcasts to aid the war effort, which would be of value to the union since it has a polyglot membership in this area.

The union has been a power in Detroit politics and there frequently has been talk of its moving into the UAW-figures it would circumvent with its own station. The union is pending the use of union practice here of giving the unions and management equal time in the air, the radio executive quipped, "If the UAW goes into the radio business, does it put capital in for half the time?"

# SCULLY'S SCRAPBOOK

By Frank Scully

Hollywood, May 9.

With all the world's stage and quietly quaking from invasion jitter, it's a brave man who doesn't share them.

Some of us who are occupied with deadlines and releases have additional problems. Should we have installation of the Confessions of a Gate-Crasher, firm in the belief that we'll get into print before the invasion loses such fine-spun essays as these into over? Should we add fire to the belief that the door is closed on the matter of timing? Or should we accept the fact that one fine day we're going to be caught with our Confessions down?

Well, you don't know gate-crashers if you think the risk of arriving too late is less than the risk of being too early. It actually makes no sense on step on the gas, and even fuel up with cleaning fluid if there is no more gas.

**Seeing on the Brenner Pass**

Percentages, pals, percentages. Like gamblers, in gate-crashing you have to figure percentages. How many times has the Channel been crossed successfully? Since the day of William the Conqueror, plenty.

Our gate-crashers international is not giving out the exact figures because "Variety" gets into Spain and Geneva, and we can't afford to give statistical data of even a historical sort indirectly to the enemy. Let 'em look it up themselves. By the time they find the figures and tabulate them, it's our guess the invasion will be over.

Alice can assure the enemy is that the Channel has been crossed a lot of times and not always with proper credentials either.

As to the sort side of Europe's belief, that's been pulled so often it's sore all over. Even the Brenner Pass has been used through. The more you score touchdowns than as a blocking system.

The ease with which our forces took Corsica indicates the approach. Our forces have taken the route of the Alps, through the mountains, the land bands. Corsican sailing ships, which in Hollywood would have models of Clark Gable, Jimmy Stewart and the Granger in the windows, have models of the latest in Corsican boats.

**Stalin Should Love This**

As for the Italians and Nazis controlling northern Italy, they are suckers for red. Never mind how tight they scream to the contrary. They love red.

Once equipped with a 41-horsepowered Roenagart, a glorified baby car, and a 20-horsepowered Roenagart, a glorified baby truck, the Constance speak of, we gate-crashed from France to Italy, from Italy to Austria, from Austria to Germany, and all the way home again, and we did it without a hitch.

The procedure was simple. As we neared a frontier Alice would be ordered out of the car and told to change her clothes at some roadside inn. This was usually a very simple matter, and she would then change into a dress of red. Unfortunately the dress, though beautifully designed, was made of red flannel.

But so hot, Alice would complain.

One stern look from her exalted gate-crasher and her resolution to resist this debasing use of her allure would melt. "She was a true-blue girl," they would say, "and she never was a drunk or a private life. We had no further claim then."

Once Alice was inside the flaming robe, she would speed to the frontier and, ignoring the fact that she was wearing a private life, would the various Casper Mikolajewits lined up in front of the customs.

The most imposing the uniformed guard the harder they would fall for Alice.

Now and then, of course, one would insist that Alice lug a trunk out of the car, just to be sure we were not carrying bombs into the country. This was usually a very simple matter, and she would then change into a dress of red. Unfortunately the dress, though beautifully designed, was made of red flannel.

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One stern look from her exalted gate-crasher and her resolution to resist this debasing use of her allure would melt. "She was a true-blue girl," they would say, "and she never was a drunk or a private life. We had no further claim then."

Once Alice was inside the flaming robe, she would speed to the frontier and, ignoring the fact that she was wearing a private life, would the various Casper Mikolajewits lined up in front of the customs.

The most imposing the uniformed guard the harder they would fall for Alice.

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# Riskin Settling Films (in 22 Languages) for Reoccupation

Hollywood, May 9. Plans of OWI, to work on the psychology of conquered nations through the medium of films, given the help yesterday (Mon.) by the arrival here of Bob Riskin, overseas film division chief. Formerly given a tour of duty in London after a 20-month absence to begin lining up cutters, producers, writers and other technicians, and arrange with the studios for production of 12 documentary films for release in liberated territories following the Allied advance.

Both documentaries and feature shorts will be shown in these lands with documentaries being put out by various studios at their own expense. These films will be shown in addition to documentaries being produced in the U.S. as well as 40 entertainment features shown annually in countries overseas.

Riskin also wants to huddle with the studios on ideas for features in regular shorts which will be of benefit to the creative technicians abroad, and also in the hope that the ideas will be of sufficient financial merit to rate production.

So far, films have been titled in English, even Japanese, and will be produced as soon as they are found to sound tracks. Riskin will stay here for two weeks before returning east.

## Par's 1943 Earnings \$16,140,821, Equal To \$4.30 on Common

Paramount official on 1943 earnings of stockholders in the report last week, reveals slight change from original estimate about a month ago, reporting worldwide earnings with net profit of \$16,140,821 or \$1.80, 11% increase over 1942. The increase amounted to about \$63,000 increase over estimates, equalling \$4.30 on the common, equalling \$4.74 for 1942.

Conservancy being given an increase in common shares to 3,752,138 as compared to 2,923,717 in 1942. Report to shareholders reveals total income of \$145,237,866 with operating profit before interest, income taxes, etc., being \$60,631,092. Provision for U. S. and foreign income taxes and excess profits tax of \$28,205,452. Corporation earned surplus at end of past year amounted to \$38,676,644.

Par's total current assets were \$68,137,000, with net working capital of \$43,365,000. During year, interest-bearing indebtedness, company and consolidated subsidiaries was reduced about \$15,000,000. After giving effect to this reduction, total net debt on Jan. 1 this year due after one year amounted to \$18,637,362. Company noted that the first preferred was called for redemption in 1943. Par now having a common stock of 3,752,138 shares. Also noted that although new borrowing was reduced to \$10,000,000 as of end of this year, the debt also has been reduced presently to \$8,000,000 by additional prepayments since Jan. 1, 1943.

## Ben Goetz West, Thence Back to London for M-G

Ben Goetz, who left for Hollywood on Monday (8), returns east in a plane and thence to London again. He is Metro's production chief in England, and has been on this side over a month for N. Y. and Coast powwows.

## Nick Schenck, Mayer West

Nicholas M. Schenck and Louis B. Mayer were slated to leave New York for the Coast yesterday (Tues.), accompanied by Frank Oranell, ex-Jack Potter. Mayer has been in the east for several weeks conferring with the studios on properties, radio, plane and the Law's Inc. pension plans.

## Travis Goes Indie-wards

Hollywood, May 9. Merwin Travis made a friendly agreement to terminate his contract as general manager for Smith & Aller, Ltd. handlers of Dupont film stock, with the intention of going into indie production. Before joining Smith & Aller, Travis was assistant to Harold Hopper, chief of the motion picture section of the War Production Board.

## Ed Alperson's 6 Pix Prods. Via UA

E. L. Alperson has signed a deal to release six pictures through United Artists. He has options on 10 story properties from which he plans to select six for his initial production slate.

Alperson is scheduled to leave for his new pictures in two weeks to set up individual directorial package deals. He will not produce personally, though heading up all operations, lining up story properties and setting up production, and will headquarter in the east.

Understood Alperson was offered financing by both east and west banks as soon as his deal with UA became known to financial insiders several weeks ago. Alperson made his deal with UA while on the Coast during the company holiday there recently. He had been mulling plans for going to the Coast since the war for the past six months.

## WILLKIE'S 'ONE WORLD' DEFINITELY SET TO GO

Hollywood, May 9. Darryl Zanuck has definitely placed "One World" on his production slate to follow "Winged Victory," the producer announced following his return from N. Y. huddle with Wendell L. Willkie.

Also sketched in "Rick Backer: The Story of an American," which will undergo script revisions before leaving.

## Gary Cooper's Int'l Deal As Producer-Star

Hollywood, May 9. Gary Cooper signed a dual contract with International Pictures to function as producer and star. The company is being organized for his first two-way job, slated to start late this summer. Cooper recently wound up a starting job in "Casanova Brown" for International.

## Rep's 'Earl Carroll's Vanities' on Prod. Sked

Hollywood, May 9. "Earl Carroll's Vanities" is latest film slated for Republic, with production reins at Republic, with high budget rating and top name cast. Carroll will have no part in making the film, except for use in his name. Cavendish Flaminio has drawn task of writing the original story.

## Rathvon on Coast

At New Rathvon, RKO president left New York for the Coast early this week. He will huddle with Charles W. Kerner on production for the coming season. Kerner is McCormick's head of the RKO advertising and publicity department, leaving for the Coast at the week-end for a four-part job of seeing to it line up future advertising and exploitation campaigns.

## NO CENSORSHIP IN ARGENTINA

By RAY JOSEPHS Montevideo, May 9. Although diplomatic ties with the Axis have long since been suspended, Nazi propaganda using radio, films, dailies and other methods continue to spread their Argentinean favored poison in Argentina with comparatively little difficulty, according to a Argentine source, easily justified by "Variety."

All the official breach with Hitler and seems to have done to switch the propaganda to a somewhat more subtle line. But the outright Nazi stuff is still to be found in profusion, this entirely apart from the Farrell military regime's strongly totalitarian propaganda efforts, which smack more than a little of the Unter den Linden pattern.

Since open communications across the South Atlantic are denied them, the Nazis pick up most of their current news via DX, rewrite it locally and then feed it out to their own radio stations and dailies. Radio Weto in B. A. for example, continues to give out with the version of what goes in the war, interspersed with ads from blacklisted companies like the German-controlled Bayer chemical works, and the German-owned U. S. firm: Siemens-Schuckert electrical supply, etc.

A small fund of funds formerly supplied by the German Embassy, Axis radio outlets in Argentina now get their coins from German banks like the blacklisted Banco Aleman Transatlantico, which are still operating without interference. Nazi firms—there are almost 1,500 on Uncle Sam's blacklist, none of them intervened by the Argentine government—also kick in to pay the freight.

Nazi film lines like the Aetina and the Alvear, are still operating without interference, in contrast to the govt. owned lines, which concentrate on Hollywood product. True, they haven't any really great fare and, in fact, the Astoria, which is the Nazi release pool, has even begun running anti-Nazi films. But before the Bavarian paperhanger's bulled his way into the movie business, he was one of the few in the Reich because they were merged by Jewish directors or had Jewish assets, victims of new laws, which Nazi film effort, have also slowed down apparently because the Reich is running a closer watch on Spanish ships on which they were formerly smuggled.

Majority of radio outlets, film houses, papers, etc., are of course pro-democratic and don't share the sentiments of the Nazi propaganda organs, but in no other country in the hemisphere are the Nazis so successful as in Argentina.

## SMALL'S 'MASON' PIC FROM 40-YEAR-OLD PLAY

Hollywood, May 9. Edward Small has purchased the rights to the 40-year-old play "You Are a Mason", from Paramount, and plans it as a Franchot Tone character. Second in line, Small has bought first being "Up in Mabel's Room."

Play was written by Leo Dietrich and was produced on Broadway in early 1900s, being filmed by the BHS. Plans to star Jack Benny were shelved by Par, and the rights were sold.

## Full AGVA Dues By USOs

Hollywood, May 9. USO entertainers must pay full-scale American Guild of Variety Artists dues hereafter, and workers are no longer permitted. Executive Rule. AGVA Coast chief, stated that all locals throughout the nation have been so advised.

## HOPE'S LID LANCED

Hollywood, May 9. Minor operation on Bob Hope's eyelid caused a shift in the shooting schedule of "Sylvester the Cowardly Dog."

# Deal for Purchase of Loew's Stock In M&B Would Give Rank Control Abroad

## 30-Year Job

Hollywood, May 9. Sol Wurtzel will have worked exactly 30 years with the same organization when he checks off the 30th-Fox lot on May 15. He joined Fox Films as secretary to William Fox three decades ago and remained with the company after its merger with 80th-Century.

His last picture is the Laurel-Hardy comedy, "The Big Noise," which ended up with added scenes this week.

## UA Huddle Put Over to May 15

Scrambled affairs of United Artists assumed a more complicated aspect towards the close of last week when the UA stockholders meeting, scheduled for Friday (3), at Wilmington, Del., to vote on the amendment of the company charter, was unexpectedly put over until May 15.

Present at the meeting were UA execs and representatives of all the owner-members. Attorneys for Charles Chaplin came prepared to submit a brief protesting the move to amend the charter whereby, in effect, the power in administration matters of any owner-member would be eliminated.

Meeting came to an abrupt finish when Isaac Penneybacker, Philadelphia attorney representing Mary Ferner UA, acquiesced but not to the meeting. No explanation for the move was vouchsafed by any UA official.

It is understood that a meeting of the UA board of directors has meantime been called for this week.

## See Gillham Move To UA After New Board

### Directors Appointed

Conclusion of a pact whereby Robert M. Gillham, head of the Paramount advertising and publicity department, will move over to United Artists as head of that company's ad-publicity setup, awaits appointment of a new UA board of directors.

Gillham has reportedly accepted terms which will result in the shift, and has so notified Par execs. He will succeed Paul N. Lazarus, Jr., former UA ad-publicity head now in the Army.

Pressure has been put on UA execs to settle the current exploitation department uncertainty by producers who release their films through United Artists. The present uncertainty as to who will head the department has resulted, in at least two instances, of the postponement of ad-publicity campaigns on two forthcoming releases.

In going with United Artists, Gillham will join Neil Agnew, former Par distribution v.p., and Hugh Owen, his assistant, who left Par to handle sales for David O. Selznick, UA co-owner and producer of the film, "Since You Went Away."

## Martin Moves to Metro On Three-Way Ticket

Hollywood, May 9. Metro has signed Charles Martin to a triple contract, which calls for his services as a producer-writer-director through a deal consummated by the William Morris Agency. Martin was producer of the George Raft love story which, during the past season, had held production reins on the Philip Morris alter for the last five years.

Reported deal for the purchase of Loew's Inc. stock holdings in the Metropolis & Bradford Trust, jointly by Arthur Rank and Metro, came off. If consummated, gave the British entrepreneur the strong trading position for which he has been angling for many months past.

Deal, which has not been completed, would give Rank control of the U. S., though there are persistent reports from England, would give Rank 12 1/2% more of the M&B stock, of which he already owns 81 1/2%.

Though the pact between 20th and Rank may call for the appointment of an operating committee, on which 20th would have representation, where it has none now in the actual operation of the M&B interests, Rank would have complete control with over 63% of the stock.

Unconfirmed reports from England are that Syrron Stokors and Rank may agree to the handling of some Rank films by 20th-Fox in the U. S. The arrangement, if agreed, would likely be for the placing of a Rank representative in the 20th office, and the 20th distribution department handling physical distribution.

## PAR WILL HAVE 28-30 PICTURES BY DEC. 31

No longer laying out budgets and planning on a seasonal basis, usually from Sept. 1 to the following September, Paramount for the calendar year ending Dec. 31 now will produce from 28 to 30 pictures. Frank Freeman v.p. over the studio, had previously been promising 25 Coast Sunday evening (7). He had intended leaving earlier but was delayed.

Freeman stated that at present Paramount had a total of 21 pictures under production, exclusive of the five pictures, which were recently screened and are now being held, but haven't been released as yet. This would bring the total up to 26.

## Todd's Six Prod. Plans

Mike Todd is lining up story properties for his new film production organization.

Legal producer plans to leave New York for the Coast in a week or two to set production plans.

## VARIETY

FOUNDED BY SIMS VARIETY, Inc. Published Weekly by VARIETY, Inc. 144 West 46th St., New York 13, N. Y.

SUBSCRIPTIONS: Single Copies, 10c. 111 5th Ave., New York 11, N. Y. Vol. 154 No. 9

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DAILY VARIETY (Published in Daily Edition) 111 5th Ave., New York 11, N. Y. \$16 a Year—\$12 Foreign



*"Yessir, the trailer on PIN UP GIRL goes on at 6:03, 8:08 and 10:13!"*

# New Studio Labor Contracts, With 30-40% Pay Hike, Seen As WLB Test

Hollywood, May 9. — New film studio contracts, calling for 30-40% wage hikes, will test the strength of the War Labor Board's "Little Steel" formula, it was submitted for approval, a studio exec revealed upon his return to the Coast from union negotiations in the East. WLB has consistently refused to allow more than 15% raises, but union chiefs expect to show that raises are not out of line with prevailing scales where experience and skill are in field of occasional work. Brackets include nurserymen, swing gang, affiliated Property Owners' Union Local 644, and certain classifications of sound technicians. Studio reps are opposed to deals on grounds they would not be committed to WLB, but pact will be submitted with minimum scales reverting to old contracts. If fixed by Board, New negotiations, under the circumstances, would be opposed by studio heads because of length required to frame present ones. But theory, producers and actors returned to the Coast, said negotiations could have wound up in a week if all demands had been met. The "Little Steel" formula, he said, the unions are hiring experts to break the case in one day. WLB can give proper presentation of facts.

## 20th Has No Deal Set To Release British Pix, Says Connors at Meet

20th-Fox is not committed to release any British or foreign pictures at present, Tom Connors, company's executive, stated at a luncheon at the Astor hotel, New York, last Wednesday (3). Connors said the studio has been studying deal bookings per picture as well as dollar volume this season in absence of previous years. He believes the company would increase its appropriations for radio exploitation after the 20th is considering its own air show. While viewing television at present is in its infancy, Connors expressed his belief that eventually televising may become a factor in the film business. He thought the film business should wait and see if television can be harnessed to the theatres before acting in at the conclusion of war. Connors said 20th had no policy as to future use of films in telecasts. Connors had discussed on his recent visits to different exchange centers that the No. 1 topic of interest among exhibitors is television. He said 20th probably would hold regional sales meetings this year, instead of a conventional one.

## FETE JOHN HICKS, JR., 25 YEARS WITH PAR

In recognition of 25 years of tin-barel sales with Paramount Pictures, executives of the company tendered a luncheon-tribute to John W. Hicks, Jr., in charge of the studio's partnership and member of the board of directors on Friday (5) at the Ritz hotel, N. Y. Hicks, 58-year-old executive, received the plaudits of Barney Balaban, president, and other top executives of the company. Hicks, who originally operated two theatres in Manhattan, became a film salesman in 1918 and in 1920, and finally in 1929 joined Par.

## Stone's Beauty Roundup

Next picture to be produced by Andrew Stone for United Artists release will be "Miss America," a musical roundup of beauty prize winners from 48 states. \$100,000 will be made in Technicolor with a budget of \$1,000,000. Starting date will depend on the facilities at the Technicolor Plant.

## Oberon, Tone for 'Waters'

Hollywood, May 9. — Bon Bouquet signed Merle Oberon as co-star, with Franchot Tone in "Dark Waters," to be directed by Andre De Toth, starting May 15 at General Service studios. Backgrounds and special scenes are now being shot in the busy district of Los Angeles.

## Snag in Pension Plan, Loew's Meet Is Stalled Again

Loew's, Inc., annual stockholders' meeting, usually held in December or January and recently planned for June 9, has again been postponed owing to unexpected difficulties reported in finalizing the proposed Loew's pension plan. Prospects slated to be sent out Saturday (6) calling the meeting for June 4 and outlining the pension plan, were held back. The pension outline presented to the Securities Exchange Committee, to whom it was recently submitted, however, appeared that final approval from the Federal Reserve Department had been granted, has been recalled for further study and possible revision.

## BRISKIN'S ASTORIA SURVEY FOR ARMY

Sam Briskin who was placed on army retired list, has been making a survey of the Astoria Studios and setup of Army Pictorial Service for Col. Munson, who is succeeding Col. Kirke Lawton in command of the outfit.

Understood Briskin has made recommendations for a change in operation of the APS outfit that will be put into effect within the next week. One of recommendations is that Lt. Col. Mahony Cohen function as general head of the outfit, with Col. Paul Sisson continuing as head of the Beverly Hills office of the unit. Col. Frank Capra, it is understood, will have a top executive spot. Col. Munson in general operation.

## U. S. War Pix Trailizee Canada's 6th War Loan

"Memphis Belle" and "Flying Fortress," film produced by U. S. firms, have top billing in theatrical promotion of Canada's Sixth Victory Loan drive, teamed with "Fifth Christy" and "The Great Dictator" as service films. J. J. Fitzgibbon, Famous Players-Lasker, Inc., president, said the "Memphis Belle" is playing 1,218 dates, the Sixth Loan Drive films have greatest exposure for every picture in the Dominion.

## Par's Regular Divvy

Par's regular dividend, \$1.60 per share, was paid last week, established last year, last week when directors declared a quarterly dividend of \$1.60 on the common.

Divvy is payable July 1 to stockholders on record June 12.

# CONSIDER THIS NEW FIELD

At one time turning a cold shoulder to an approach made for the unionization of film salesmen and bookies now facing the country, it is being about two years ago, the International Alliance of Theatrical Stage Employees now stands ready to give serious consideration to this field of employers. In consequence, it will consider the matter at the meeting of the executive committee in St. Louis the week prior to the convention there, starting May 29. Movement to organize film peddlers and bookies, recently begun in Chicago and Milwaukee, branch points, is spreading throughout the country and already includes N. Y., where a veteran salesman is standing out sentiment in the exchanges. A prime mover in the direction of nationwide unionization is Oscar O'Brien, business agent of the Milwaukee operators' union, who is at one time chief Barker of the Variety Club there.

While it is questionable whether the vast majority of salesmen would go for a union, there is no hesitation about the claim that the union point out that the training required to become a film seller—or a bookie. But that matter is apparently not appreciated by the bosses, although reminded that the distributors have sought determine for their people because they are "so indispensable." In Los Angeles, through a hookup with the Screen Office Employees Guild there, they threatened to tie up the studio, and got what they wanted.

## Unionizing Chicago Managers

Chicago, May 9. — Movement is under way here for the formation of a union of film salesmen and bookies. The AFL and CIO are sparing for jurisdiction. While CIO officials also have been contacting managers for the past couple of weeks, it is reported that they have made little if any headway in their previous attempt to organize the managers by the CIO a year or more ago.

It is expected that Gene Altkinson, newly-elected business manager of the Chicago Motion Picture Operators' Union, Local 110, will ask for recognition of the union by the AFL at the IATSE convention in St. Louis May 29, although Clarence Brown, president of the union, Local 110 has any such intention.

## Mgrs., Cashiers, Et Al, Of 75 Skouras Theatres In N. Y. Area Organizing

Close on the heels of the organization of the chain of theatres and exhibitors of the metropolitan N. Y. RKO circuit, reported a movement to organize the Western circuit, owned by several employees of the Skouras empire, embracing 75 theatres in the West. The Western circuit, N. Y., Long Island and New Jersey. George P. Skouras is head of this circuit, which is being organized, stated that it is a majority of managers, assistants and treasurers of the circuit. The union, which is being organized, will be without immediate affiliation, either with AFL or CIO, same as the RKO union known as the Motion Picture Theatre Operating Managers, Assistants & Cashiers Guild. Fighting managers, assistants and cashiers of the metropolitan N. Y. RKO circuit, has been conceded to this union over the men and the company, who has pinned up. The IATSE challenged jurisdiction over this help.

## CHAPLIN VS. SELZNICK TO BE TRIED IN N. Y.

Appellate Division of the N. Y. court has just denied the appeal that the Charles Chaplin action against David O. Selznick be tried in California. Selznick's attorneys had moved to have the lawsuit thrown out on the grounds that the plaintiff, a California corporation and that the plaintiff therefore could not institute legal proceedings in the state.

# 'Selling Small Bonds Pix Industry's Biggest Job,' Says Bob O'Donnell

## Today and Every Day

Hollywood, May 9. — Columbia has assigned a 73-day shooting schedule on "Tomb Raider and Every Night," the longest since the filming of "Cover Girl," which established a record for longevity of the lot.

Program bills for 23 days of musical sequences, 49 days for dialog and three days for montage.

# 'Honored Hundred' To Spearhead 5th War Loan Drive

Showmen-winners of the "Honored Hundred" contest of the Fourth War Loan drive, who yesterday (7) received citations from the U. S. Treasury Dept. in Washington for their efforts as "E" bond salesmen, will spearhead the industry's Fifth War Loan Drive. R. J. O'Donnell, national chairman of the industry's War Loan committee, has called the first all-industry mass meeting today (Wed.) in Washington to outline the bond-selling campaign plan and induct the 101 showmen into the ranks of the special advisory committee for the Fifth War Loan.

Distributors, meantime, lauded one of the important phases of the industry campaign when meetings of all branches managers and salesmen were held in Washington.

(Continued on page 10)

## MISS. FLOOD FORCES 3 CINEMAS TO SHUT

St. Louis, May 9. — One flicker house in Missouri and two in Illinois have been shuttered since the recent flood, the highest flood in a century that swept down the Mississippi. Closed roads, due to high water, delayed the delivery of films from St. Louis exchanges to 400 flicker houses served from this city. The dayvases closed are at Bland and Morrison, Mo., and Muncie, Ill. At the flicker house in the latter town, Pat Joseph W. Watson of Cameron, Ill., who was on duty helping to protect the levee against the high water, was found seriously shot. He was removed to the Saint Francis army hospital and all details of the mysterious shooting were withheld.

## Erbb Succeeding Owen, Who Joins D.O.S. June 1

Although there has been no official announcement of the move, Hugh Owen leaves Paramount June 1 to join Vanguard (D.O.S.). Owen, in N. Y. as general sales manager of the latter company, with Al Kohn, branch manager at Boston, is being replaced by a former Paramount man, who has been over that district, embracing Boston, New Haven, Albany and Buffalo branches. John M. Moore, sales manager at Boston, is expected to replace Moore as branch chief.

## NEZENAL IN N. Y.

Seymour Nezenal, producer of "Summer Storm" starring George Brent and Linda Darnley, is expected to be released by United Artists, arrived in N. Y. Monday (8) from the Coast. Nezenal is expected to replace Moore as branch chief.

R. J. O'Donnell, national chairman of the industry's Fifth War Loan campaign, last week stated that "The Treasury Department has set the biggest task in the sale of Series E bonds for the Fifth War Loan—\$8,000,000,000—selling those small bonds is the job of the motion picture industry."

In a series of contacts with Illinois groups on the drive, while on the Coast last week, O'Donnell outlined the industry plan the industry has been called upon to assume. He pointed out that during the Fourth War Loan the nation bought 60,000,000 individual bonds, but that the Fifth War Loan must get a better record, to believe and Treasury goal of selling 30,000,000,000 in bonds of \$100.

"Fundamentally," he said, "we have an industry organization perfected by experience and with this organization the industry can do it. We have had a magnificent response, in our first meetings, from the trade press, the exhibitors, and the general public in New York. Distributors have been organized, and every film salesman mobilized, and we have the backing of 16,000 theatre operators who have supported the previous drives."

O'Donnell said Monday (8) appointed 48 exhibitor state chairmen to serve in the drive.

Executive staff of the industry's Fifth War Loan committee left N. Y. last Monday (8) for Washington for the first all-industry regional mass meeting.

## "Road to Victory" Short

Hollywood, May 9. — "Road to Victory" War Activities Committee short to be shown in conjunction with the Fifth War Loan drive, it is to be released nationally to the exhibitors.

One-reeler, produced by Jack L. Warner, has cast including Cary Grant, Charles Bickford, Charles Ruggie, Dennis Morgan, Irene Manning, Jack Carson, Jimmy Lynd and Alvy Saxon.

## Three-Ply Operation Of RKO Theatres Being Tried Out For 3-6 Mos.

Division of the RKO theatre circuit operation under two divisional heads, RKO General and Sol A. Schwartz, with Harold Mirisch as chief film buyer-booker for all theatres, is reportedly being tried out for a period of three to six months. The three members of the operating unit are expected to have a very close, equal footing in matters of determining policy.

Max Baerberg, however, is in effect the top theatre operating exec owing to his previous close association with the company.

Whether the current operating group of three will be continued beyond the present season is likely. Chances are that a single operating head will in due course be designated.

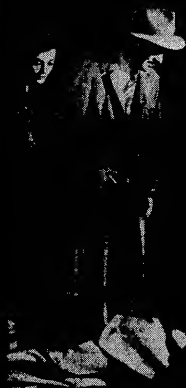
Max Baerberg, however, is in effect the top theatre operating exec owing to his previous close association with the company.

Charles B. McDonald, who has been in the home office for several months, is expected to be released in Brooklyn, Queens and Jover Manhattan.

## U. S. Regular \$2 Divvy?

Action picture distributors in declaring \$1 dividend last week and explanation that it covered two quarters of the year, has been a common share, only ones outstanding on a regular \$2 divvy. U had no record in 1943, and last December, covering 1943.

J. Cheever Cowdin, board chairman of the National Motion Picture Association, stated that the industry is planning the future any dividends would be on a quarterly basis and that the \$1 dividend was a quarterly dividend. The first two quarters this year, Divvy is payable May 31 to stockholders on record May 17.



THE  
MURDER  
MYSTERY  
THAT  
WAS  
HEADLINED  
TO  
MILLIONS!

# *Bermuda Mystery*

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20th CENTURY-FOX presents BERMUDA MYSTERY  
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John Eldredge • Theodore Van Eltz • Pierre Watkin  
Jason Robards • Directed by Benjamin Stoloff  
Produced by William Girard • Screen Play by  
W. Scott Darling • From a Story by John Larkin





JOHN GARFIELD  
PAUL HENREID  
SYDNEY GREENSTREET  
ELEANOR PARKER  
EDMUND GWEEN  
GEORGE TOBIAS  
GEORGE COLOURIS  
FAYE EMERSON  
DENNIS KING  
SARA ALLGOOD  
BETWEEN TWO WORLDS

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Such a big cast we  
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room for the title!

Jack L. Warner, Executive Producer: Produced by Mark Hellinger, Directed by Edward A. Black-  
burn. Play: Daniel Fuchs. Based on Play by Sutton Vener-Miller by Erich Wolfgang Korngold









**B**rightest name!

Met **R**o-Goldwyn-Mayer

Capitol **O**l-World Premiere Sensation "Gaslight"

8<sup>th</sup> Record Week **A**stor - See Here, Private Hargrove

Watch! Radio City Music Hall "White Cliffs of Dover"

Preview at Loew's **W**'s Ziegfeld - "Two Girls and a Sailor" Wow!

St. **A**te - Andy Hardy's "Blonde Trouble" Big!

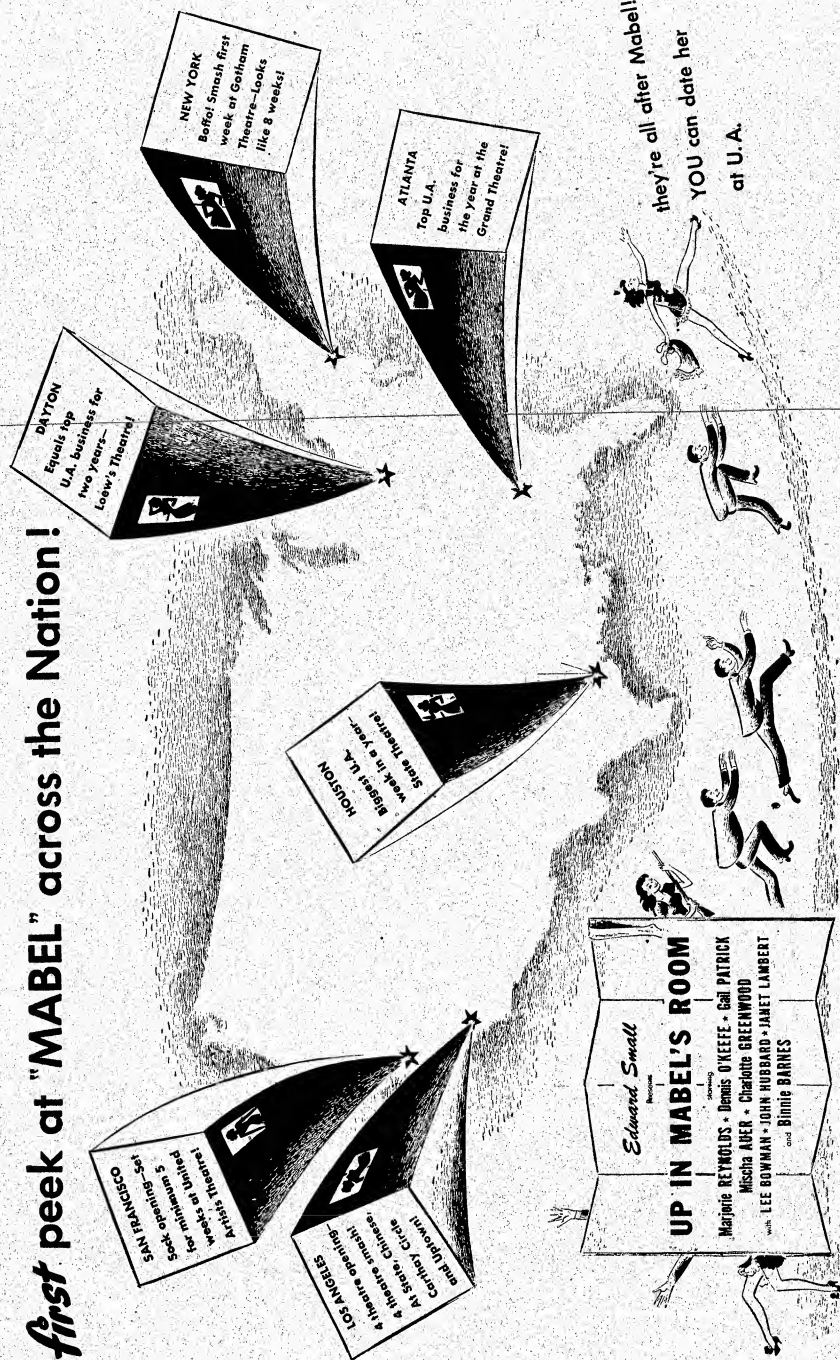
**Y**ear after year!

FIGHTING SHOWMEN,  
JOIN THE FIGHTING  
5th WAR LOAN!





# first peek at "MABEL" across the Nation!



Based on the Stage Success "UP IN MABEL'S ROOM" by Gene Franklin and William Cullinan. Screen Adaptation by Mabel Frank. Released by United Artists.



# L. A. Droopy Except 'wain, Bulish \$64,500 in 3 Houses; '4 Jills' Okay 576 for ; 'Let's Dance Light 26G

Los Angeles, May 9. — First-run business picture, which is spectacular among new entries although "Mark Twain" is zooming to parity with "4 Jills" and "Tampico." Special upped-scale, one-week book, "The Warner Bros. Picture," Hollywood and Wilshire, is way out ahead over competitors here. "Mark Twain," also, is relatively much stronger than "Four Jills' Last Week," which is only \$47,000 in four spots. "Standing Room Only," in second stage at two houses, is nice \$30,000. "Lady Let's Dance," "Hey Roogie" is light \$25,000 in three theatres.

**Estimates for This Week**  
"Carley Circle" (P) 13,116; 50-11— "Four Jills" (20th) and "Tampico" (20th). Okay \$70,000. Last week \$61,000. "Mark Twain" (WB) 11,000. "Woman Town" (U) good \$20,000.  
"Crime" (Gramercy) (20th) 10,304; 50-11— "Four Jills" (20th) and "Tampico" (20th). Average \$11,000. Last week \$10,000. "Mark Twain" (WB) 11,000. "Woman Town" (U) good \$20,000.  
"Adventure Mark Twain" (WB) 11,000. "Woman Town" (U) good \$20,000.  
"Egyptian Nights" (1355; 50-11— "Let's Dance" (WB) 11,000. "Woman Town" (U) good \$20,000.  
"Hey Roogie" (U) Light \$25,000. Last week \$25,000.  
"Russian Girls" (U) nice \$38,000. Last week \$38,000.  
"Mabel's Room" (U) and "Woman Town" (U). Fair \$8,000. Last week \$8,000.  
"Let's Dance" (WB) 11,000. "Woman Town" (U) good \$20,000.  
"Around World" (RKO), okay \$3.

"Hawaii" (GAS) (1,000; 50-11— "Academy" (RKO) and "Cat People" (RKO) (2d wk). Excellent \$8,000. Last week \$8,000.  
"Broadway Rhythm" (M-G) (1,000; 50-11— "Mark Twain" (WB). Nice \$22,500. Last week \$22,500.  
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## Double Date

Hollywood, May 9. — Wilde Twins, Lee, and "Babe" break in as double stars in "Twice Bitten," bought by Metro from Michael Kraike and Arthur Freed will produce the twin picture, scripted by Pat Perrin.

**COAST INDIES' \$75,563 TO R. C.**  
Los Angeles, May 9. — Independent theatres have contributed \$75,563 to date this year's Red Cross campaign, with total likely to be \$90,000. Still about 100 theatres to be heard from.

## Republic Ups Kane

Hollywood, May 9. — Republic upped Joseph Kane from director to producer-director, with Kane's "The Sign of the Cross" as his next picture. Kane has plotted most of the recent Rogers films.

## Boys' Bangup 33G in Philly

Philadelphia, May 9. — Competit for the summertime here is getting hot. Republic sent something in film biz this week. Republic's "The Sign of the Cross" is being run by extensive campaign, is bucking the stage picture "The Sign of the Cross" (WB) (4th wk). Excellent \$8,000. Last week \$8,000.

"Hawaii" (GAS) (1,000; 50-11— "Academy" (RKO) and "Cat People" (RKO) (2d wk). Excellent \$8,000. Last week \$8,000.  
"Broadway Rhythm" (M-G) (1,000; 50-11— "Mark Twain" (WB). Nice \$22,500. Last week \$22,500.  
"Let's Dance" (WB) 11,000. "Woman Town" (U) good \$20,000.  
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## 'Dawn' Bright \$12,000, Tops Improved Omaha

Omaha, May 9. — Business is perking up a bit this week. "Top grosser looks like 'Hour of Dawn' (U) at Orpheum.

**Estimates for This Week**  
"Orpheum" (Tristates) (3,000; 16-80) — "Hour Before Dawn" (Par) and "Navy Wives" (Par). Big \$12,000 or near. Last week, "San Luis Rey" (UA) and "Moonlight Vermilion" (U), same \$9,000.  
"Brandeis" (Singer) (1,500; 20-11:10) — "Mark Twain" (WB). Upgraded scale here apparently is holding this picture, \$9,000. Last week, "San Luis Rey" (UA) and "Moonlight Vermilion" (U), same \$9,000.  
"Paramount" (Tristates) (3,000; 16-80) — "June Bride" (20th). Good \$10,500. Last week, "San Luis Rey" (UA) and "Moonlight Vermilion" (U), same \$9,000.  
"Harvest Moon" (WB), second week mover plus \$10,000. Last week, "San Luis Rey" (UA) and "Moonlight Vermilion" (U), same \$9,000.  
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## GUY GUY STANDOUT IN DENVER AT \$19,000

Denver, May 9. — "Guy Guy" is on top of heap by a wide margin this stanza at the "Theatrical" (WB) (4th wk). Excellent \$19,000. Last week \$19,000.

"Hawaii" (GAS) (1,000; 50-11— "Academy" (RKO) and "Cat People" (RKO) (2d wk). Excellent \$8,000. Last week \$8,000.  
"Broadway Rhythm" (M-G) (1,000; 50-11— "Mark Twain" (WB). Nice \$22,500. Last week \$22,500.  
"Let's Dance" (WB) 11,000. "Woman Town" (U) good \$20,000.  
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# Heavenly-Vaude Stout \$50,000, Chi: 10th-Andrews Sis-Ayres Huge 41G

## Seven Come 11 at U

Hollywood, May 9. — Universal will reach its production peak for the year during May when seven starters making a total of 11.

## 'Hargrove' Hety 22G, Dull Pitt.

Pittsburgh, May 9. — Trade is uneven, with pouring rain over the weekend hurting. Biggest disappointment is "Hargrove" (WB) (4th wk). Excellent \$22,000. Last week \$22,000.

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## TOMORROW LEADER IN L'VILLE, \$13,000

Louisville, May 9. — Seventeenth running of Kentucky Derby Saturday (6), brought many race fans into town. This helped "Tomorrow" (U) (2d wk). Excellent \$13,000. Last week \$13,000.

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"Around World" (RKO), okay \$3.

Unseasonable cold weather is keeping the picture business evenly oriented. "Around the World" (WB) (4th wk). Excellent \$50,000. Last week \$50,000.

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# PALACE

THE MUSICAL SHOW OF  
SHOWS AND SHOW FOLK!

## SHOW BUSINESS

*starring*

**EDDIE CANTOR**

**GEORGE MURPHY**

**JOAN  
DAVIS**

**NANCY  
KELLY**

**CONSTANCE  
MOORE**

WITH **DON DOUGLAS**

*and*

**GIRLS!**

**GIRLS!**

**GIRLS!**

*featuring*

**7 HIT SONGS FROM  
YOUR MEMORY PARADE**

**NOW!**  
*Biggest bill  
of  
headliners  
ever to play  
New York's  
most famous  
theatre!*



PRODUCED BY  
**EDDIE CANTOR**

DIRECTED BY  
**EDWIN L. MARIN**

Screen Play by Joseph Quillen and  
Dorothy Bennett Story by Ben Grant

## Exhib Squawks May Force Argentina To Modify 10% Rental Quota Plan

Montevideo, May 9. Some kind of quota law weaker than that originally proposed is being affecting Hollywood distributors and local exhibitors, is certain to be placed into effect as a result of Latin-America's bitterest film battle in recent years, according to reliable information reaching here.

Argentine military regime, which originally tried to impose a strong quota of 10% of national production in a third of first run, and half of secondary theatres (minimum rental of 40% regardless of number of pictures or public preference for U. S. fare), was so taken aback by exhibitors' demand that attempts have been made to make the issue look like a fight between producers and exhibitors. Initially viewed in the trade as a knockdown battle between government and theatre owners and exhibitors.

Public reaction following exhibitors' open letter to Director of Espionage Publicity last week, was so strong that the military regime forced Producers Association to take big-side-in exhibitors, making it impossible to appear as opponents of the exhibitors and insisting that the government was merely taking a necessary measure in settling a private scrap.

This morning the Argentine Society publicly came to the aid of the exhibitors, and the producers who insist that Argentina's exhibitors are unable to get a fair break in their own country and who demand that the quota system, whereby all nationals would be sure of playing time on particular nights, be dropped for public support of the cause in the name of patriotism. Serious claims that exhibitors are making the strongest interest with comment general that exhibitors have been the most powerful trade group in Argentina yet to stand up to the military and assert their rights.

Membership of prominent Yankee picture which the military has sought to make into a patriotic issue, but try and obtain widely needed taxwork for local industry from the U. S. government has been refused.

Paramount's "Five Graves to Cairo" getting the green light is an example, while United Artists' "The Hangmen Also Die" was strongly attacked. Argentine papers are forbidden to make any comment, and producers are reported scrapping internally since many believe the quota law will permanently cut off shipments of raw film stock.

## NEW PRIESTLEY PLAYS SOCKO IN LONDON

London, May 9. "How Are They at Home?" new J. B. Priestley play, came into the Apollo last Thursday (4) and was enthusiastically received here.

Looks certain success.

## Outdoor Bally Booms Mexico City's Film Biz

Mexico City, May 9. Building boom is being fuelled by U. S. film companies for elaborate outdoor advertising. Every available spot has been grabbed off for these outdoor displays. Many signs are spectacular. Escavation projects for intimate car-cinema displays of Spanish and U. S. film stars. One illuminated sign, half a block long, announces "Luz Vela in 'Nana'."

Publicists also are having a field day. Mexico City's Mexican newspapers have "rot tel the paper shortage and the usual drama section run five pages of sales advertising publicity news. All of this is paying off with theatres packed. Outdoor theatre, here, from Arizona as deluxe houses of New York. Outstanding is the Metropolitan, which is block-buster. There are 7 theatres now open here.

## Littler Adds to Chain

London, May 9. Prince Littler has taken over the Phoenix theatre from Tom Aitken on lease which runs 12 more years. Littler already controls the Stall and Associated Theatre properties.

## \$5,000,000 Involved In M-G Melbourne Deal

Sydney, May 9. Metro is reported trying to arrange a deal for the takeover of the Capitol, Melbourne. If the deal is successful, the deal would involve \$5,000,000, covering the theatre, the block in the city building. Capitol, once was Paramount's show window in Melbourne. Subsequently it was taken over by the Phillips interests by a company formed and operated by Charles Warner, Harold J. Brown, when the latter two resigned from Hoyts circuit.

The theatre is leased by Hoyts, whose contract has about two years to run.

## Exchanges

Continued from page 7

here and Johnny Harris, president of Hearnets and also Harris Amusement Co. Charles Jack Block in the latter, a star defense man, what he was doing until he moved to Boston.

John A. Reilly, vice theatre manager who started with the old Rowland Warner chain, now manages with Warner circuit.

Atchie Fineman and Mike Shapiro, who were in charge of Warner's ad sales department, is taking independent business in Boston.

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## Literati

Wise Guys  
Rhinebeck, N. Y.

Editor, "Variety": Many years ago George M. Cohan wrote a song, now forgotten, the title of which was given him by the editor. It was called "The Wise Guy Is the Wise Guy After All."

This came about after a picture was made by Wilson. "It was a cold winter afternoon. Two girlfriends stood outside. One girl, a blonde, insisted, had become tired of their merely hanging around to keep themselves warm without ever playing pool or billiards. One guy wore a thin overcoat, the other, looking in overcoat, had his suit collar turned up. Neither had gloves. Their hands were blue from cold.

The entire proposition facing the two buddies was bad indeed. Weeks over in rent, both had been locked out of their rooms at the club hotel where they had lived. All their tips on horses and the score. The confidence game, as far as they were concerned, was blue. They considered themselves wise guys, and here they stood, a couple of broken boys.

"Just then a car stopped across the street. They could see what they admired was a beautiful girl, a blonde, a blonde, a blonde. Beside her sat a young man dressed in the height of fashion. He took the chauffeur, helped the swell board the car, and they walked together up the avenue.

One broke girl spoke out of the side of his mouth to the other: "Do you pipe that guy?"

Continued Minner: "The sucker is the wise guy after all." The wise guy, speaking of a fellow who had used money, a fine car, and in the company of a beautiful girl, you can be too sure was about to double-cross him. There spoke the blindness of a lot of boys who think the sucker never gets a live but can't collect."

Cohan chuckled, asked Wilson's permission to use the line, received it and the song soon was about to come into being.

John Wiltach.

Unfinished Work, Cobb Autobiography. The author, who recently left autographs unfinished. They were William Allen White, (Karl) Gaster, and Irvy Cobb.

W. L. White, son of the noted editor, and himself a scribbler of no mean repute, has today been looking over the material left by his parent for his autograph and will likely finish the work. He indicated as yet what disposition will be made of Cobb's autograph. Actually, the autograph is a sequel to one he did some years ago.

N. Y. Daily's Scoop Seized When the pick-up and so-called victory girl angel of juve delinquency in New York was at fever heat, the Broadway Daily Mirror, American sent out district reporters to get the scoop on the juvenile delinquency case.

However, series was sidetracked by the fact that the Daily Mirror, which had picked up the scoop, had to justify original expenditure, the J-A has commissioned Paul Mahon, who covers the Broadway Mirror, to send dense into 700 or 800 words a feature for the Saturday magazine section. This will set on the road 300 reporters, who will be paid \$100 each, customarily given to staff members for such features.

Ray Joseph's Lecture Tour Ray Joseph, Lecturer American correspondent for "Variety" and the New York Field Service, will leave Buenos Aires in May for a lecture tour of the country.

Enroute, he will do a series of round-up pieces for "Variety" on the state of the industry in each of the countries he visits.

Paper Prize Senator Joseph W. Wherry of Nebraska, member of the Congressional Committee of the Senate Small Business Committee, is requesting information from the publisher of the magazine and book publishers on their paper problems.

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# THANKS

TO

# BOB WEITMAN



*-and your associates  
for making it possi-  
ble for me to break  
**ALL** existing records  
at the Paramount  
Theatre, New York*

**XAVIER CUGAT**

ATTENDANCE . . . .	<b>1,040,000</b>
GROSS . . . . .	<b>\$790,000</b>
LONGEST ENGAGEMENT	<b>10 WEEKS</b>

Broadcasting for  
**DUBONNET**

EVERY WEDNESDAY NITE, MUTUAL, COAST-TO-COAST

Exclusive  
**COLUMBIA RECORDS**

Direction  
**M.C.A.**

Exclusive  
**M-G-M ARTIST**





# The Danger of Dullness

Oldtimers attending this year's Institute for Education by Radio at Columbus, O., over the past weekend were unusually outspoken in their private criticism of the stagemanagement of the meetings, the poor quality of many sessions that need not have been had, and of many of the chairmen, including in this latter connection academic back-scratching and mutual admiration among Ohio State professors themselves. Also the failure to do anything in the vital year 1944—something different in any real way from previous Institutes—brought up the question whether it wouldn't have been better evidence of good-will and judgment to have skipped the convalesce altogether this year.

In 1943 the Institute broke its own attendance record with some 650 present. This year the registration zoomed again to around 1,000. To think of this showing as occurring "despite" the war is unrealistic. Obviously the attendance was "because" of the war.

Although there had been criticism of the Institute's unimaginative procedures in former years, the generalfulness of the arrangements seemed especially marked this year, this impression forming a background for the unfortunate cutting short by an Ohio State "visiting chairman" of the exciting Sunday afternoon session on race, labor and international relations. It was a sample of poor showmanship evident in many directions. As one oldtimer referred to the wartime Institute: "It's a seagoing cargo of ideas that never left the dock."

Presence of large numbers of teen-age students from local schools attracted considerable unfavorable comment from broadcasters, who said they saw little in travelling "at a distance" to attend wartime to address their fellow-broadcasters, the school teachers and students of Columbus, Dayton, Cleveland and other nearby cities.

It got to be a habit by the third day of the Institute, with the results that informal lists of Institute practices most disliked were taken up, with dull chairmen leading the list. One of the most telling points was the failure of the Institute to attract first-rate educators, with professional radio people far outnumbering the educators and making the very name of the Institute a misnomer.

Consensus of critical opinion as expressed amounted to a feeling that the Institute was badly in need of fresh organizational brains and radio-knowledgeable masters of ceremonies. Otherwise, despite the deceptive "vigor" suggested by big enrollments of 1943 and '44, the Institute will be the support of the radio professionals and the prestige of its years. That the Institute's best friends were wondering if the officials were not showing a dangerous complacency based on the wartime registrations, and on supporting evidence of hiding its own in other ways, is the tipoff.

# Rating System Called a 'Crime'

Columbus, O., May 9.

It remained for an out-of-the-country participant in the Columbus Institute for Education by Radio to draw one of the greatest rounds of salvos from the educator-representation in what many agree was one of the bitterest commentaries on American radio set forth at this year's session.

E. L. Bushnell, general supervisor of programs for the Canadian Broadcasting Corp., panel participant in the discussion of "How Free Radio?" called on the American broadcasters to discard the rating system. "Worshiping the ratings as the bible of the broadcasting industry," he declared, "was one of the most times of our history, and we warned that unless the industry research organization on the programming side, 'we'll all go down the drain together.'"

"Lashing out at the practice of giving away thousands of dollars to attract listeners," Bushnell charged as a petty and unbecoming manner in which the industry was "prostituting itself," and cautioned that the "game" of "bickering, get together, and get on with the job."

John W. Chappell, of C. E. Hooper, Inc., tossed in the following day (6) during a clinic on Radio Research, over which presided. Contended by Chappell that so far as audience research is concerned, a good "radio" making it democratic has been accomplished by the whole, and he more or less ridiculed the "rating" as applied by Bushnell. "It's odd," said Chappell, "that the same speaker, under the auspices of the conference, who were to his advantage" but added that since they seldom proved advantageous, the conference of the audience rating system was understandable.

# STATE PUNISHES BROADCASTERS HELD KEY TO BICT

By GEORGE ROSEN

Columbus, O., May 9.

For the first time in 15-year history of Ohio State University's Institute for Education by Radio, a serious undercurrent of dissension developed at this year's convalesce (S-I) over conduct of the Institute. Outspoken criticism prevailed, particularly during closing two days of educator-broadcasters pow-wow.

Tension was high, with some of more outspoken, veteran delegates letting off plenty of behind-closed-doors steam. Number of them put themselves on record that, unless Ohio State U. punishes someone, confab would go to fact that these are times of social progress and stripped of a year-in-the-making, they were through with it for good.

While on surface everything appeared serene, with the Institute recipient of numerous congratulatory gestures on attending 15th anniversary, signs that Institute prestige was on wane were unmistakable.

Major point of criticism involved Sunday afternoon (7) symposium on "Radio's Role in Understanding," emphasizing labor relations, racial and international affairs. Symposium was widely considered one of most interesting and stimulating events to have transpired at Institute in years, bringing to fore controversial issues. At closing period was abruptly cut off by chairman Harvey H. Davis, Ohio State U. Several congress delegates later overheard chairman remark in which he put an end to session because it was too "radical," a statement categorically denied by Institute officials.

No Punishes Pailed

Whatever reason, however, abrupt termination of meeting, in which speakers did not pursue their condemning radio's failure to tap its potentialities as vital instrument of public service on racial and labor relations, created widespread criticism. While chairman announced that session had overrun its time with other, group waiting to occupy the (Continued on page 20)

# Oboler's Bond Radio Pitch

Hollywood, May 9.

Sec. of Treasury Morgenthau has invited Arvid Oboler to come to Washington for discussions on a special radio show planned for the Fifth War Loan drive.

Producer-writer plans to arrange the trip by two broadcasts of his Ronald Colman program.

# Major Nets' First Quarter Bills Hit \$46,000,000 Mark; Biz Up 34%

Both CBS and NBC topped the \$50,000,000 mark in estimated gross billings for March, based on percentage increase over 1943 for the period of 30% and 22% respectively. Mutual continued its spectacular climb with billings of \$17,950,500 for a 51% boost over March, 1943. The figure was \$309,151. Estimates of NBC's March billings revealed a 38% jump from \$226,806 to \$309,657.

Major net's 1944 billings for the first quarter showed CBS leading over the figure of \$16,811,425 of 1943, closely followed by NBC's \$15,389,222. Total for Mutual was up 88% over a year ago with \$5,344,183 as compared with \$2,839,711.

# Network Goss Time Sales

NBC	5,288,364	4,380,065	82
	\$15,980,922	\$12,046,802	75
FOR FIRST THREE MONTHS			
	1944	1943	Pct.
Blue	\$5,782,945	\$6,142,943	106
Columbia	16,831,845	12,405,644	73
Mutual	5,294,711	15,389,711	291
NBC	13,389,222	12,244,190	91
	\$46,298,199	\$36,187,496	78

# 'Tom Mix' Back For Purina on Mutual

St. Louis, May 9.

"Tom Mix" returns to the air June 5 on full Mutual network of 17 stations. Off the air for the past few years, program will be 15-minute, five times weekly slot, with Halston Purina Company, St. Louis, sponsoring twice weekly for the summer and full time in Sept.

# HOT JAZZ SERIES MULLED BY BLUE

John O'Connor, Fred Warling m.p., supervised a recorded half-hour air show at the Blue network's Ritz theatre, N. Y., before an audience last Wednesday.

Condon, Town Hall jazz concert personnel. Platter is at Blue's program dept. offices where, it's understood, execs are mulling possibility of spotting the session as a sustainer with a price tag.

Show is patterned after the Town Hall clamor with Condon handling announcements and intro announcements. Entree: Anderson, who stages the Town Hall Saturday afternoon on the radio, with O'Connor on the auction.

# Thomas Resigns Y&R

William J. Thomas, Jr., manager of the radio publicity bureau at Y & R, has submitted his resignation to take effect June 1. Resignation was announced. Thomas plans a vacation upon after the resignation taken effect, but had no definite plans for another trip.

# Broadcasters, Educators in Clash Over Air Freedom; Sponsors Sway News Gabbers, Wheeler Charges

Columbus, O., May 9.

Long-seething resentment of broadcasters vs. educators over "book-control" of programming broke out into the open on Friday (10) even before the 15th annual Ohio State University's Institute for Education by Radio, was 24 hours old. Result was that the long-animated Columbus symposium on "How Free Is Radio?" took precedence for first two days as P-R-and-ann-entor debate among delegates over other phases of the convalesce.

Symposium speakers and delegates alike minced no words as to their long pent-up feeling, educators and proponents of public-service programs viewing Friday night's discussion at Doubletree hotel as precipitating renewed demands for the allocation of network time for public-service programming.

Written into the record of the opening night's session, which was a throwback to the bitter pre-1937 era, were the telegraphed, liberal-pointed statement by Senator Burton K. Wheeler, "I am convinced that the average viewpoints are influenced by sponsored coils; the charges by FCC Commission are certain that the trend is now toward the almost complete commercialization of radio, program," and the admission by Tom Slater, director of special features

# Churchmen Aim At Air Rackets

Columbus, O., May 9.

Religious broadcasters, meeting for fifth year here in connection with Ohio State Institute, set in motion on Monday (8) plans for association aimed at discouraging racketeering in religion, particularly in file financial accounting for public scrutiny. Broadcasters, convened under chairmanship of Franklin G. Dunham, special consultant to Secretary of War, passed resolution proposed by Fred Eastman, of Chicago Theological Seminary, as result of which Dunham will appoint a committee, including Eastman and Max Jordan, of NBC, to consider wording of statement of principles advocated by Eastman in calling of special meeting this fall in N. Y. to organize association.

Question was raised whether Eastman's action was not duplication of effort, in view of recent steps for similar organization taken by Union of Evangelists, comprised of Fundamentalists, latter seeking to clear its own name in connection with religious rackets.

# Sen. Wheeler's Message

Columbus, O., May 9.

"There is not one respectable newspaper in America," Senator Wheeler's message to the Institute, "that would sell its lead story day after day to an advertiser. It is the law of the day, and the law of the advertiser is to sponsor a daily program. The advertiser is the big money sponsor in this business. Government contracts would be more likely to employ a comedian than a serious writer. The National Association of Manufacturers came one with pushing the news of any other kind. The Government is strengthening themselves with the people by following the example of the Fourth Estate of presenting unhampered factual news."

"You who are educators have a duty to the news of any other kind, to use your knowledge and ingenuity to raise the standards of American radio. It is your duty to lead in your efforts in the past. Let us hope and work for a brighter future."

and war programs for the Mutual Network, that "our concept of public service is not 'free' broadcasting." "It is no trade secret," Slater told in evidence of several hundred, "that many of our so-called public service programs are projects of an educational, or cultural nature, and are not of the type which will buy time—even in these lush days. And we all know that other public service programs are merely adaptations of the work of other media and other agencies, often involving considerable cost."

Tom Slater likewise cited the need of programs that should be aimed at "helping to solve a basic social problem. Free of possible commercial sponsorship and done by radio technicians and with radio's most effective technique."

Senators' precipitated divergent views as to the right of newscasters and commentators to express themselves freely.

"Demand for better local public service programming, to give the community an opportunity to ex-

(Continued on page 20)

## Hit Jr. Town Meeting at Institute As Promotion for Parent Blue Show

Columbus, O., May 9. Evidence that all was not serene at Ohio State University's Institute for Education last week minutes after the initial pre-conference meeting got away from the delegates when they were half the delegates were checked in. The ramblings of disaffected members of the newly organized Junior Town Meeting League, following the appointment of a speaker to supervise the activities of the live variation of the Blue Network's "Town Meeting of the Air" were the cause. The council set up for Junior Town Meeting, which is designed to promote discussion on controversial issues and to encourage student discussion groups, was made up of only one representative from west of the Mississippi. The remainder were almost completely from Ohio and Massachusetts. "This factor was seen by some as defeating the purpose of the co-operative venture between the colleges and the schools. However, chief speaker by some CBS network and station rep said that the entire thing emerges as a promotion strategy for the Blue's "Town Meeting."

While the title of the program was identifying it with the Thursday night night program. Pointed out by critics that although George V. Denny, Jr., moderator of "Town Meeting," who presided over the pre-conference meeting, was a spearhead in the new radio-school venture, the fact remained that since the beginning of the present to put the "Meeting" on as a Blue net show, it's unfair to the rest of the network. The program's chief spokesman, a representative of the Junior Town Meeting League, all the nets expressed that it was an industry-wide move for developing youth discussion.

Others expressed resentment over the fact that at no time during the discussions was there a reference to the radio school venture, but as the CBS "American School of the Air," NBC's youth programs or other similar live ventures.

## PAIR FROM 'FIBBER' FOR HOPE REPLACER

Arthur G. Bryan and Shirley Mitchell, who play "Duke" and "Dorothy" respectively, for "Fibber McGee and Molly" on NBC, have been signed to replace the stanzas, which will replace Bob Hope for the summer. Tuesday night NBC.

Mrs. Greenwood's move, filed with the Charlotte office, will originate in Hollywood.

## Landry Cites Rackets, Student Joy Promises

Columbus, O., May 9. Though expression thought that Federal Radio Education Committee standards are good, Robert Landry, director of New York University's Summer Radio Workshop, in speaking at the Ohio State University, indicated that the committee's standards were too high for students. However, he warned, courses would otherwise be too high and too low in their collective push.

Landry, who is also CBS director of writing, expressed concern over the failure of participants in panel on setting standards for college courses in radio to meet the standards of the business into discussion.

Argument, target on propriety of teaching radio acting separate radio as separate arts. Jo Ransom, WNEW, N. Y., on faculty of City College of New York, also expressed concern.

Controversy over standards and policies for college courses (teaching radio was provided for by Kenneth G. Bartlett, director of Syracuse University Radio Workshop, with a group favoring separate radio as a separate art. Landry, who is also CBS director of writing, expressed concern over the failure of participants in panel on setting standards for college courses in radio to meet the standards of the business into discussion.

## GROVE LABS BUYS SUNDAY BLUE SPOT

Grove Labs of St. Louis, through Donative and Co., have bought the five-minute Sunday spot at 1:55 p.m., following Sammy Kay's "Family Serenade" at 1:30, and reportedly will use Leland Snow as its new commentator. The spot is scheduled to contract starts July 2.

Snow's 10 p.m. 15-minute newsmagazine, "The Blue Spot," which also looks ripe for sponsorship with the Hastings Mfg. Co. of Hastings, Mich., makers of piston and valve lines, said to be interested. Outfit will be making bon in network radio if deal goes through.

## Need for Commercial Standards Argued By Non-Profit Stations

Columbus, O., May 8. Right of a non-profit, educational station to "buy" commercial airtime by insertion of daytime serials into commercial spots, was the subject of debate at one of more interesting hours last week at Ohio State University's Institute for Education by Radio.

Question was precipitated by action of the National Association of Broadcasters, NAB, which, through the National City University station, WHCU, who packed with CBS for soap operas between 10 and 11 a.m. because Rochester, N. Y., station 80 miles away was grabbing virtually all the audience in the area.

Monroe's Metro Show. Robert Monroe, radio production manager for Donohue & Coe, is resigning his agency post to handle "The Metro Show," which will broadcast the board stanza preming June 12 on Mutual.

Country and producer of the show with Latham Owen, he will operate his own radio production company in Columbus, working through Transamerica.

## Tele Still 'Pipe Dream' to Educators; Told To Wake Up to Showmanship

Columbus, O., May 9. Inclusion of television seminar in this year's Ohio State University Institute for Education by Radio led educators and others in attendance to a warning of the use of radio, that inclusion of the video medium in classroom study not only means the "dramatic" stage, but that radio will have to be broken down before it ever becomes a reality.

William W. Young, director of the Institute, said that the medium itself, however, will have to be broken down before it ever becomes a reality. In the "dramatic" stage, but that radio will have to be broken down before it ever becomes a reality.

Following up Seides' assertion, Leonard Powers, educational consultant with the National Association of Broadcasters, said that while television jangle will be rolling 18 months after now, power, and equipment are needed

## Radio Institute Briefs

Edgar Kobak, blue net's guy, who played prominent role in symposium on "How Free Is Radio?" went on to discuss the Blue Network's address, Federated Advertising Clubs on Thursday (11). The Blue Network, incidentally, did plenty of overtime work as he received rounds of congratulations on becoming a midwest.

For Mrs. Florence Warner, midwest educational director for CBS, the institute was a chance to discuss the nature of an anti-climatic event. Through the duration of the conference, she was expecting a mysterious subpoena to appear before the Chi district attorney. Day before her arrival in Columbus she was arrested on a KOIN, Portland, allegation and was driving through Chicago streets when she saw a critically-wounded policeman left lying in an isolated area. Before jumping into the ambulance he told her that he had been taken for a "ride" by three men and a gal and tossed into the back of a limousine. Result was that she knew more about the case than the dad himself. However, she did not arrive by Mayday, and so she stayed on.

Free noon agout set up this peer at Dehler-Wattick hotel, headquarters of Institute, for three press and radio coverage of the conference.

Dr. F. Keith Tyler was elected to the "Board of the Institute" by Radio at annual meeting Friday (5) in connection with annual Institute of the National Association of Broadcasters. Dr. C. Harold W. Kent, War Dept. liaison, U. S. Office of Education, Luke Roberts of KOIN, Portland, was elected first vice; Robert Hudson, director of the Rocky Mountain Radio Committee, 20, vice; Elizabeth Goudy, Noll of the U. S. Office of Education War Training Administration, secretary; and George Jennings, acting director of the Radio Council of Chicago Schools, treasurer.

## MUTUAL LINKS EDUCATIONAL PROGRAMS TO SCHOOLS

Columbus, O., May 9. Projection of network programs into classroom study is due for a type this month, according to a plan of the weekend, with Mutual campaign to tie in a number of its programs to the schools.

Following in the footsteps of NBC and CBS, Mutual is planning to send out 13,000 educators, colleges, schools, etc., a monthly bulletin highlighting the educational value of its radio shows as the sponsored "Abe Lincoln's Story" and others. The program, which has already been endorsed by a number of education boards throughout the country, is being sent to the program to pupils for classroom discussion.

## GARVER BACK ON WJZ

ROBERT G. GARVER has returned to his post as WJZ, N. J., chief executive officer after playing a year in due to illness. Slouin Chagrin, who pinch-hit for Garver, has switched to the Blue Network eastern sales staff.

Traveler of an account exec from the Coast office of one of the top agencies in N. Y. in recent weeks was marked by a fanfare in keeping with the exec's Hollywood background. The guy really did a production job on it, bringing two secretaries with him, assorted gimmicks like a tree and, to cap it off, presented himself in a lavishly-decorated limousine. Finally he left town with his secretaries that under no circumstances was he to be disturbed.

Work on the show with which the account exec was identified took two weeks to contact the "biggie" across the hall, but found him and getting the brush-off in the outer sanctum. Finally, in desperation, he put a message on the Hollywood teletype, requesting the account exec's presence in Hollywood. The exec's presence was the appointment with the guy in the next office.

Dr. S. The writer got it, but did a turn, when the account exec exclaimed: "After all, all you had was a walk into my office."

## From the Production Centres

### IN NEW YORK CITY

Ben Weinstein, with WINS before joining Army, now with WOV engineering staff following medical discharge. New immigrants: at WOV is Esther Lewis, Hunter grad and product of NAB and RCA radio courses, will be the new "quilt station" engineer on WOV's "The Big Show," Dorothy Parker and Dr. J. H. Randolph Ray, rector of Little Church Around the Corner, guesting on CBS' "Report to the Nation" tonight (10) and on WOV's "Zelle and the Gang" tomorrow (11). WOV's new ad agency effective today (10) as prey of his own outfit. Headquarters remain on 44th street.

Edgar Kobak, exec. v.p. of the Blue Network, named as head of trustees of the United Nations Service, Inc., to serve until 1947. Bob Snow, vice president of CBS network sales, is to be named as gen. mgr. Edward Wood, Jr., of WOV, New York, has been named as WOV's new ad agency. WOV's new ad agency effective today (10) as prey of his own outfit. Headquarters remain on 44th street.

Earl McGill recording 15-minute transmissions for the Army Recruiting Bureau, New York, is to be named as WOV's new ad agency. WOV's new ad agency effective today (10) as prey of his own outfit. Headquarters remain on 44th street.

Lester Lee and Larry Marx, writers for Frank Sinatra show, pulled out for Hollywood over the weekend as advance guard for rest of crooner's group. Coast Coast for new broadcast.

### IN CHICAGO

Roy C. Wilmer, NBC vice, in charge of sales, in Chicago last week for conferences with Paul McClure, Central Division manager. Curt Massey will be the guest star on Bob Becker's "Pet Parade," Saturday, May 13. WGN's "The Big Show" will be the guest star on Bob Becker's "Pet Parade," Saturday, May 13. WGN's "The Big Show" will be the guest star on Bob Becker's "Pet Parade," Saturday, May 13.

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### IN HOLLYWOOD

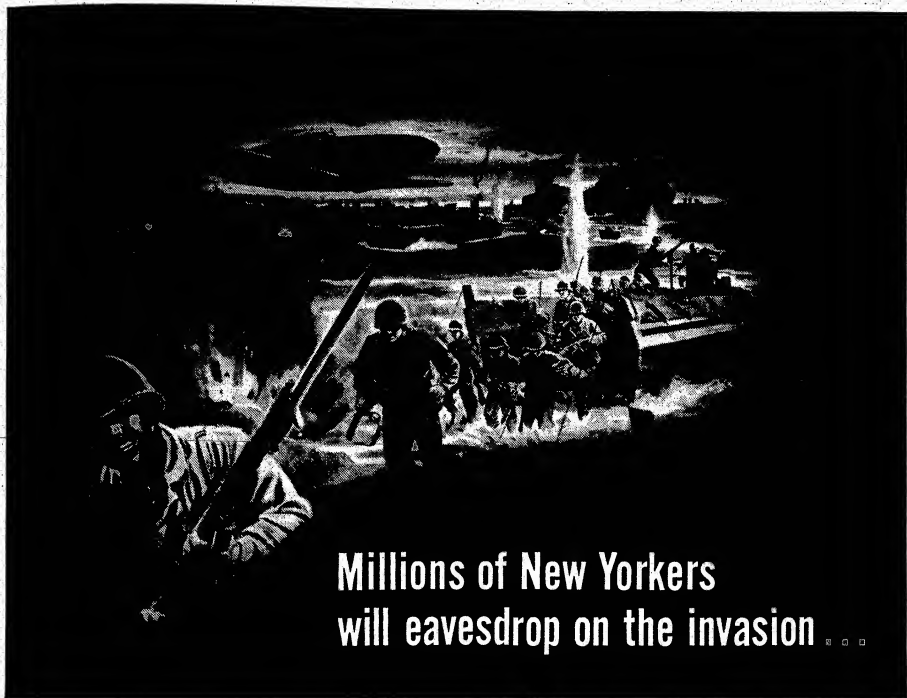
Don Lee net is finally dipping into the daytime serial gravy. Long running "The Big Show" will be the guest star on Bob Becker's "Pet Parade," Saturday, May 13. WGN's "The Big Show" will be the guest star on Bob Becker's "Pet Parade," Saturday, May 13.

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## Millions of New Yorkers will eavesdrop on the invasion

### ... thanks to WEA!

"If, as and when" may be a non-committal trinity of words, but there's nothing non-committal about NBC's foresighted preparations for reporting a major military invasion of Europe—if, as and when it occurs!

Millions of New Yorkers will hear firsthand reports by direct short wave over their favorite news station WEA. As NBC's key station, WEA commands personnel and resources of a vast news-gathering organization covering the invasion.

That's why WEA stands to gain an enormous increase in its large, established newscast audience—countless New York listeners who have come to depend upon such topflight WEA reporters, analysts and commentators as Lowell Thomas, H. V. Kaltenborn, Robert St. John, Don Hollenbeck, John W. Vandercook, Lyle Van, Richard Harkness, Charles McCa-

thy, Don Goddard, Elmer Peterson and a notable line-up of foreign correspondents spotted on strategic fronts around the world.

More than ever before, New Yorkers are keeping their ears cocked to WEA for last-minute news around the clock. Advertisers can make an effective sales approach to this enormous, ready-made audience with some of these WEA news programs (still open for sponsorship at press time):

"WEA NEWS"—

6:30-6:35 AM, Daily except Sun.

"WEA NEWS"—7:00-7:05 AM, Mon. thru Sat.

"WORLD NEWS ROUND-UP"—

8:00-8:15 AM, Mon. thru Sat.

"MORGAN BEATTY NEWSCAST"—

1:45-2:00 PM, Mon. thru Fri.

"HARKNESS OF WASHINGTON"—

11:15-11:30 PM, available Tues. and Thurs.

"WEA MIDNIGHT NEWS"—

12:00-12:05 AM, Daily except Wed.

"WEA NEWS"—9:55-10:00 AM, Sunday only.

*For complete facts, get in touch with  
your nearest NBC Spot Sales office.*

**WEA** NEW YORK—NBC's Key Station  
660 on your dial—50,000 watts



## Waring-Chesterfield Split After Five Years; Mercer 'Song Shop' In

Fred Waring winds up a five-year stretch with Chesterfield cigarettes June 19, and plans to leave the airwaves for the summer to return in the fall under new sponsorship. Nothing definite along these lines is set as yet, but Johnny O'Connor, Waring's manager, reports several dickers already underway. Network switch seems likely, with the Blue reportedly in there, fighting to grab the show.

Waring's 7 p. m. across-the-board NBC slot will be filled by Johnny Mercer's "Song Shop" from Hollywood. Published reports on the Waring show for Liggett & Myers placed the budget at \$120,000, but it's thought figure was somewhat higher. Larry Bruhl, of Newell-Emmett, is on Coast lining up the Mercer show, which, it's understood, will use Paul Weston choir, gal singer and possibly name guests from films as background for songwriter Mercer.

Waring-Chesterfield divorce surprised in view of show's consistent high Crosley and Hooper ratings. Recent Coast reports from latter outfit pegged "Treasure Time" at 34.3, and late Crosley on the show registers 44.5 to spot series well up as far as five-week programs are concerned.

"Song Shop," originally packaged by Ken Dolan for Old Gold (late never climaxed), had been under 30-day option to Foote, Cone & Belding before the Jack Carson show was renewed by Campbell's soup. Mercer package replaced Bob Hope for Pepsi ad last summer.

## Bigger Hooper A Carbon Copy

First results of recently inaugurated Hooper cross-section 40-city series (encompassing nation's 412 cities of 25,000 or over) tallied so closely with standard surveys conducted since 1934 in 32 so-called "Hooper cities" that rating agency is claiming similarities endured during the past nine years represent a true picture of urban listening habits over that period.

Sponsored evening shows aired by at least 100 stations averaged 11.8 in the 25-city charts and 11.7 in the 40-city survey. Daytimers across-the-board figured 5.2 and 5.6 in the same classifications and the Saturday-Sunday figures were 5 and 5.1, according to Hooper.

Top-ranking shows, it's reported by the concern, finished in identical order, with the leader, Bob Hope, reaching 34.3 in 32 cities and 33 in the larger sample. Others down the line showed the same minute fractional difference.

Closeness of the two surveys, it's thought in the industry, obviates the necessity of conducting the telephone questionnaires outside the 32 cities, thus saving added expense thought necessary by some to obtain a true picture of urban program reaction and popularity.

## WRIGLEY SPOT DRIVE GOES COAST-TO-COAST

Chicago, May 9. William Wrigley, Jr. Co. is scheduled to hit air May 15 with one of the most extensive one-minute spot announcement campaigns in history to reach an estimated 86% of radio listeners of the nation. Campaign which is designed to explain the reason for Wrigley gum being withdrawn from the market will be aired for 300 stations from Coast-to-Coast with a minimum of five one-minute spots per day, per station.

Same message will be carried on the three Wrigley shows, "American Voice," "First Line" and "America in the Air." Howard Kettling and Ted Vanderlip, account execs of Rithwauff & Ryan are handling.

## H. L. Samuels Joins NBC Net Promotion

Hartley L. Samuels joined NBC this week (8) and will direct net program promotion, according to Charles P. Hammond, director of advertising and promotion at the web. Newscom had been handling similar assignment at WHN, N. Y.

Previously, Samuels was in program promotion for the Atlantic Coast network and CBS.

## MOTHER'S DAY AT 'HALL OF FAME'

H. Pierson Mapes of Philco Corp. in New York, who handles the Blue theatre's live broadcast of the "Radio Hall of Fame" has devised a servicemen's-notice-only stunt for next Sunday's (14) broadcast. Commemorating Mother's Day, there will be no duets for the visible audience, save for servicemen and their moans.

Incidentally, Glenn Riggs was forced off the show last Sunday (?) by illness, Gil Martin substituting as announcer. Paul Whiteman will be out this and next week, for his quickest Coast trip for the Republic film, "Atlantic City."

## GI JOB SURVEY

Washington, May 9. At the request of the Placement and Education Branch of the Army Air Corps, NAB is now making a survey to determine the possibilities of placing medically discharged men in broadcasting.

## Cleveland Baseball To Sherwin-Williams On WHK for \$60,000

Cleveland, May 9. Baseball came back to Cleveland airwaves when WHK signed with the Sherwin-Williams Co. for sponsorship of the Indians' home games for an estimated \$60,000. The negotiations were closed last week by K. K. Hackathorn, director of sales for WHK-WCLE.

Cleveland, heretofore, was the only major league town in which the games were not broadcast, although all stations had been seeking sponsors. Under the new setup Jack Graney and Lew Henry will be at the mike and recreate out-of-town games. There will be no broadcast of Sunday games for the time being.

## 'Aunt Jimima' Gets

### Two New Chi Spots

Tess Gardell ("Aunt Jimima") moves to Chicago shortly to take over two new five-minute spots set for Quaker Oats sponsorship on the Blue, starting June 19.

Both programs are Monday through Friday, and will be heard at 10:40 a.m. and 1:55 p.m. (EWT).

## Religious Tolerance By Radio

Columbus, O., May 9. Results of survey on religious broadcasts just completed in Canada were injected into sessions of the Ohio State University Institute for Education by Radio last week, with participants viewing it as noteworthy area in which radio is emerging as one of most vital factors in dispersing religious tolerance.

Survey, introduced into panel discussions on radio research and religious broadcasting by Walter Elliott, of Elliott-Haynes, Ltd., Canadian researchers, shows that Canadian radio listeners of Catholic programs were predominantly of Protestant faith, more or less evenly distributed among churenging and non-churenging factions, while listener appeal to Protestant religious broadcasts came chiefly from Catholics.

No study survey has been undertaken in this country as yet, it was pointed out, but belief was shared among many that it would disclose unusually large percentage of opposite faiths tuning in regularly, to hear out contention that, as more personalized medium, radio is making notable contribution toward wiping out religious intolerance.

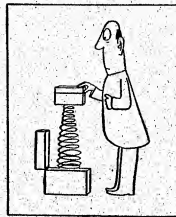
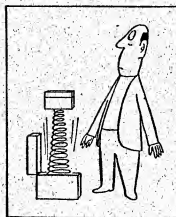
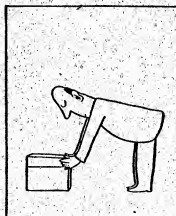
## Daley, Ruggles Duet As Maxwell Summer Entry

Hollywood, May 9. Walter Craig, radio head of Benton & Bowles, has at least seven weeks of the Maxwell House summer show on CBS set. Bracketed in the comedy spot will be Cass Daley and Charlie Ruggles, the former permitted only the big half of the quarter by Paramount, where she is under contract. Carmen Dragon gets the music. Summer stretch is for 13 weeks beginning June 18.

## JARMILA NOVOTNA TO WARBLE FOR BORDEN'S

First deviation from "Interview only" policy for guests on Borden's "Bright Lights of N. Y." (WOR, Monday night) takes place May 29 when Jarmila Novotna, of the new Broadway hit, "Helen Goes to Troy," bows in. Metopera country is slated for song choices as well as chatter with eneece Louis Sobol. Next week's guest roster (15) lists Buddy Leary, Mary-Ann and Milton Berle.

what's inside?



Courtesy, The New Yorker Magazine



## Duplication of Stunts on Similar Programs Has Industry Dizzy

Instances of programs getting the jump on their opposition in idea, with shows of similar format using practically the same stunts and situations, have the radio industry trying to reach a solution—and for an aspirin.

Web toppers years ago put through a ruling barring the use of a song for three hours after it is done on a commercial program and two hours after it is used on a situation—which has solved that situation. Another way the networks have solved the dilemma is far as serials, children's shows and dramatic stagings are concerned is the hard and fast rule of submission of scripts at least one week before the programs go on the air.

Policy of nets in these cases is to give the go-ahead sign to first season that submits its script, and to order later submissions to change the locale, incident, etc. that may be too similar.

But what really has the boys up a tree at present, with no apparent way down or out, is the quiz or audience-participation program. Simulations of "Twenty Questions" "Breakdown" "It's a Special Conversation"

fast at Sardi's" on NBC and "Ladies Be Seated" on the Blue—both day-liners—and "People Are Funny" on NBC Friday nights and "Truth or Consequence" on the same web next night are specific cases in point.

It has reached the zenith where Riph Edwards, m.c. of "T. or C." which he points out was the first show on the air of its kind, has had to order radical changes in the stunts to be used on the show as late as the Saturday morning, the day of the broadcast, after listening to similar situations broadcast by "People Are Funny."

One week, Edwards had to forego using a water tank, built on the NBC stage in N. Y. at considerable expense, because "Funny" came through with exactly the same stunt previous night. Quiz shows, especially Phil Baker's "Take It or Leave It" on CBS and John Reed King's "Double or Nothing" on Mutual, have also been locked into the same situations on a number of occasions.

Lawell Thomas was awarded an honorary degree of Doctor of Humane Letters by Union College of Goodkind, Joe & Morgan, as the new board of trustees.

## KINGSLEY MURPHY PAYS 275¢ FOR KSO

Des Moines, May 9. KSO has been sold by the Iowa Broadcasting Co. for \$275,000, to Kingsley H. Murphy, one of the owners of WTCN, Minneapolis. The sale is in compliance with the FCC day-by-order. Iowa Broadcasting will continue to own and operate KRIT. Sale of KSO is subject to the approval of the FCC and the transfer will probably take place within 60 days, with the two-month period allowing for the leasing of space in some Des Moines office building by Murphy, where new studios and offices will be constructed for KSO. Until such time as essential materials are released, KSO and KRIT will continue to operate from the same transmitter site and same antenna system. KSO will remain a Blue and Mutual affiliate.

## Chi. Mgrs. Elect

Chicago, May 8. At their weekly luncheon-meeting Wednesday 37 members of the Chicago Radio Management club unanimously nominated and elected Mark Smith, of Preban, Sellers & Preban; Harry Trimplon, WLS; William McGuinness, WGN; and Lou Goodkind, of Goodkind, Joe & Morgan, as the new board of trustees.

## Nets, FCC Spin in Video Vortex; CBS Wants Speed, Not Delay, Says Kesten

### NO GOODS TO SELL, 'TALK ABOUT YANKED

Chicago, May 9. Another example of a radio show being pulled because sponsor cannot furnish product is "Something To Talk About," which bows out June 15. Conducted by Chuck Acte for Cudahy Packing Co.'s Delrich Magazine Show has been aired on a CBS limited network of 14 stations from 4:30 to 4:35 p.m. EWT, 5 days weekly for about a year.

Company gives reason for withdrawal as spotty distribution and limited output of product. Will Grant agency handles the account.

## WKMO JOINS CBS

WKMO, Kokomo, Ind., books up with CBS today (10) as a special supplementary station. Outlet is a 250-watt, on 400 kilocycles with a base rate of \$50 per night time hour. New affiliate boosts CBS to 141 stations.

Wordy battle over post-war television standards set off two weeks ago when CBS came out flatly for wide-band, high-frequency operations ranged merely this past week with FCC Chairman James L. Ray, NBC pres. Niles Trammell, and Paul W. Kesten, CBS exec. v.p., as principals.

At a statement Monday (8) Trammell made references to "non-technical people" becoming involved in controversy. Some 13,000 a CBS pronouncement claiming that prospects of 15 radio companies, including the Radio-Technical Planning Board television subcommittee, supported the network "bitter rivalry" policy unanimously.

According to Kesten the pitiful difference between the sub-committee's sweeping new CBS plan is the time element. "Where they use the word eventually we are strictly in favor of speeding up the process to say quickly instead of eventually," he explained. CBS policy is based on their feeling that wartime advances in electronics (now military secrets) if welded to the nation's industrial and technical knowledge in a competitive basis immediately after the war will hasten the arrival of improved tele which can't mix with the public.

On the other hand, the web holds that present standards, satisfactory on a curiosity or novelty basis, will not have the staying power to place the new industry on a sound commercial basis from the viewpoint of broadcasters or potential advertisers.

Kesten's statement in which he emphasized the similarity of CBS stand and that of engineers representing RCA, Philco, GE, DuPont, Zenith, Hazeltine, Stromberg-Carlson, Farnsworth, NBC and others expressed the hope that the period of delay before post-war tele can arrive would be cut down to "a year or so."

Last week (2) he commented on the situation and leaned strongly towards the CBS "improved picture" proposal.

## Suspense Over For Bill Spier, Lands With Metro As Producer

Hollywood, May 9. Bill Spier, CBS producer of "Suspense" for Roma Wine, has finally landed that picture job he has been angling for since he came to the Coast. Metro has put him under contract as a producer and his first assignment is a whodunit film, the lines of "Suspense." Spier has been agitated around the studios as the "coldest approach" to Alfred Hitchcock.

CBS gave Spier leave of his contract, which has two years to go, providing he does no radio work away from CBS. Metro consented to his continuance as producer of the "Suspense" series.

## BOLEN RADIO HEAD ON COAST FOR COMPTON

Hollywood, May 9. Appointment of Murray Bolen as radio director of the Hollywood office of the Compton agency was made last week by Richard Compton, partner of the company. Bolen is currently producing "Amos 'n' Andy" for Rutherford & Ryan and makes his move early next month.

Bolen's supervision of the agency's three shows from here doesn't disturb the present office setup, in which Wirla Wilson continues as office manager and Bob Frensch as producer of the Orson Welles program for Mobil. Before resigning last week, Compton said that no successor to John McCallie, recently resigned exec. had been named.

## LaRoche Checks In At Blue Exec Post

Chas. LaRoche, who entered the setup at the Blue network several months ago with the acquisition of a financial interest in the web, entered upon active duties here Monday (8) as chairman of the executive board. Because of illness LaRoche was unable to assume his role part at the time of his stock purchase.

Here is an amazed man.

His amazement, however, is nothing compared with yours when you look into the radio homes that lie beyond reach of regular radio research.

Three-quarters of all U.S. radio families, you know, live and listen outside the 32 four-network cities where the Hoopers and the Crossleys take 'national' measurements.

Mutual is now underwriting persistent research into markets where fewer than four networks have stations, to open the mysteries of all-American listening patterns.

Facts like these are already popping up... facts about Mutual programs in Mutual markets:

PEOPLE LISTEN MORE... sets-in-use averages are up to 15% greater than in four-network cities.

MORE PEOPLE LISTEN... share-of-audience averages are up to 400% greater than in four-network cities.

RATINGS ARE HIGHER... program-rating averages are up to 900% greater than in four-network cities.

Such facts are of prime significance to clients of the world's largest network. Mutual's 220 stations bring its daily radio fare closest to the most people. And the conclusively important point is this: in more than 120 key markets throughout all America, Mutual has the only network station. Have you looked into Mutual lately?

the mutual broadcasting system

**MA BROADCASTING SYSTEM**

## Mother Necessity

Montevideo, May 9. Increasing shortages of critical materials—currently obtainable only from the U. S.—may be the question that will force the Argentine military government to abandon its present plan for complete elimination of all "foreigners" from broadcasting.

Number of stations have tried to pass word along to Major Juan C. Post, head of the Subsecretariat of Press and Information in B. A., that needs are getting extremely critical and that this may not be the right time to lose the Argentine and other non-Argentine help.

So far, according to word received here, there's no intention of going back on the scheme to nationalize everything regarding radio.

Argentine military was once called in some industry reps to discuss ways and means of getting around shortages of basic materials.

Some hint, also, that those foreigners with very long residence in the country, especially those married to Argentines or with Argentine-born children, might be given the green light.

Recalled that before present jaguarine regime Argentina was one of the hemisphere republics most famed for its open-arm reception to foreign artists, musicians, technicians, etc.

## Renew Mary Small

"Mary Small Revue," on the Blue Sunday afternoon for Clark chewing gum, renewed for another 13 weeks. Show premiered March 5, using Ray Block's orch and guests, and this is first renewal.

Agency is Walker & Downing.

## Coty's Bids For LaGuardia Chats

New York City Board of Estimate at meeting tomorrow (11) is scheduled to consider proposition of broadcasting Mayor Fiorello H. LaGuardia's weekly Sunday radio chats as a commercial series sponsored by Coty's perfumes at \$25,000 a year.

Offer was made to the city by Grover Whalen, chairman of the board of the perfume company formerly official front man for the city.

LaGuardia has been using the municipal station, WNYC, and, according to Whalen, is heard by between 1,500,000 and 1,800,000 persons each Sunday.

Coty's checks would be made payable to the city.

New York mayor, who discusses civic problems on his weekly mike appearances, last Sunday (7) declared he had received several offers to go commercial and was "sick and tired" of criticisms about his use of WNYC. Not known officially, however, whether LaGuardia would accept Coty offer even if Board of Estimate votes affirmatively. Action would not be binding on mayor.

## GORE PRODUCTS SETS

### WLW SPOT CAMPAIGN

Cincinnati, May 9. Employing the sales and distribution services of Specialty Sales, WLW subsid, the Grove Products Co., New Orleans, started a 13-week campaign Monday (8) on the Crosley 50,000-watt, 12 spot, and chain break announcements blaring H-F Athlete's Foot Medicine. Campaign is in WLW's Ohio, Indiana, Kentucky and West Virginia area.

Account is from the New Orleans agency of Stone, Stevens, Howett & Halsey, Inc.

## Philly Quiz Show

### For Sears-Roebeck

Philadelphia, May 9. Sears-Roebeck has purchased its first long-form radio show in Philly bankrolling "Crosstown Quiz," a 30-minute audience participation show originating from war plants in the Philly area. Show will be aired over WFIL.

Up to now Sears' only venture in radio was via spot announcements to recruit store, office and warehouse help. Now show was sold through the Labrum-Hanson agency.

Schenectady—Ted Austin, who had been an announcer at WGY for six months, to WATN Waterfront, as program manager. Another WGY alumnus, Tommy Martin, is an executive of WWSN in Watertown.



Of the nation's 3,000 counties, Worcester County, the WTAG Market, stands 12th in total egg production. WTAG is a BIG station inside of a BIG market.

**WTAG**  
WORCESTER

## KRNT Staff Does Bit For Wounded Veterans At Des Moines Hospital

Des Moines, May 9.

Job being done to entertain wounded veterans at the Veterans hospital here during the past eight weeks, and continuing is revealed by Criss Lawrence, general manager of KRNT, CBS outlet in this city.

Pointing out that station personnel had been staging a weekly show for indolence at Camp Dodge for the past year, Lawrence stated that a suggestion by Mary Little, outlet's air columnist to entertain wounded vets has been followed through, and a once-monthly show is given at the hospital now which is not broadcast.

Female employees of KRNT also join in, acting as hostesses, playing card games and passing out cigars and cigarettes.

Another activity taken on by the staff is making of dolls and toys of cloth, these to be turned over to the hospital next December, to be sent by the vets to their children as gifts.

## Inside Stuff—Radio

Recent renewal by Colgate shive stream of Bill Stern's commercial for five years on a 52-week-a-year basis over NBC puts the network sports director in the top-bracket class but solid. Contract figures as a \$500,000 proposition and is apportioned through Sherman & Marquette, Chi agency, on 60 stations Friday nights.

"Sport Newsweek," handled as a package, figures as a \$2,000 weekly budget, of which Stern, it's estimated, controls about \$1,500. Balance is split between writers Barney Nagler, Mike Roskin and Mack Davis, a quartet for singing commercials, guest aid production expenses. Stern further adds to this weekly stipend as sports director for NBC plus outside assignments including an occasional guest spot on his own.

Speaking before members of the Assn. of National Advertisers at its spring meeting (2) in Rye, N. Y., B. C. Duffy, exec. v.p. of BHD&O, tossed in a strong plug for more advanced types of radio listening research, basing his pitch on the responsibility of agencies to advertisers, who kicked in over \$150,000,000 in 1943 for network time alone. Duffy stressed lack of definite info now available on spot-time values and said data on listening habits on sustainers also should be available.

Agency v.p. also pointed out that more easily understood survey reports would make things simpler all around for agencies, advertisers and coin kickers-in. Duffy likewise threw in healthy pitch for CAB (Crosley).

WEEI, Columbia's Boston outlet, is out with a revised format on its Food Fair mag, a 32-page production on heavy stock boasting an attractive pink cover. Mag is circulated among station's femme listeners and contains cooking, magazine and entertainment features. Mary O'Malley edits.

Sell to the world's richest market

# As Thousands Hear



No question about it—the New York Metropolitan Area is the world's richest market. No question that if you reach this market you'll sell it.

And now there's no question that the best way to reach its ears is by WJZ.

For the WJZ 50,000-Watt transmitter is now 23 miles nearer to New York.

Letters by the thousands attest to its new, more powerful, clearer signal at every hour

of the day and night.

Listen for yourself—or if you live in some other locality ask your friends and associates in New York to listen.

Don't take our word for it.

Take it right from the voice of WJZ itself that it's louder and clearer than ever—that its voice can give greater power and impetus to the sales message you want to broadcast to the world's richest market.

NOW! Your Strongest Voice in the

WORLD'S RICHEST MARKET

**WJZ**  
Key Station of the  
BLUE NETWORK  
770 on your dial





# V-Discs Spin Out to GI Audiences At Rate of 2,000,000 Annually

Music Section of the Special Services Division in N. Y. is now turning out 2,000,000 V-discs a year. This is 100% above the goal set in September, 1943, when the service was organized under Capt. Robert Vincent.

Every month 20 double-faced 12-inch plastic records, packed in "waterproof" containers with 100 phonograph needles, providing four solid hours of entertainment, are shipped, wherever American soldiers are stationed; 70% are popular, the rest classical, hillbilly, etc. They are plastic because it is feared that material withstands extreme heat, cold and other conditions to which U. S. overseas posts are subject.

In the beginning one-third of the discs was made by the Navy, which utilized record programs, existing phonograph records and film sound tracks. Latest releases are now being waxed with 85% live talent. All time and talent is devoted to the recording session.

Contributing artists list reads like a who's who of the music world. An average month will have selections by Lionel Hampton, Toscanini and NBC Symphony; Frank Sinatra and John Charles Thomas; Andrews Sisters, Paul Robeson or Jose Iturbi. However, swing is preferred and the majority of recordings feature big name bands.

During the invasion of Italy, Toscanini did the Garibaldi hymn combined with a personal message to the Italian people, which was down overseas and broadcast by the OWI. Such items as Esquire's All-Star Band have been waxed together with recordings for special holidays.

To try to cater to the tastes of millions of men, a letter is enclosed in each package asking soldiers what discs they liked best and what artists and selections they would like to hear on future releases. Pressings are done by World Broadcasting, Columbia Records, RCA, Clark and Muzak.

Testifying to the popularity of the V-discs is the fact that the Navy, Coast Guard, OWI, and the coordinator of Inter-American Affairs have requested use of the masters to press their own records.

Capt. Vincent, recording engineer and former consultant to RCA and Edison Laboratories, is assisted by a staff of men well known in the recording field. They include Steve Morley, Palitz, former Columbia Records recording director, Walter Heebner, RCA sales promotion man, Steve Sholes, of the RCA recording department, and Tony Janik, Columbia recording engineer.

Howard Hansen, head of Rochester (N. Y.) Conservatory of Music, was last week elected to the presidency of the National Music Council at the N. Y. meeting.

He replaced Edwin Hughes, who voluntarily stepped out of the post.

## Fio-Rito Returns To MCA From Gen'l Amus.

Ted Fio-Rito created an unusual mixup last week by asking for, and getting, a release from General Amus, Corp. contract, which had not yet become effective, and returning to Music Corp. of America before his old contract there ran out. Meanwhile, GAC, assertedly, has him booked solid from next week 1943 to Aug. 3.

Fio-Rito has been with MCA for years. Barely a year ago he signed with GAC, the contract being effective May 16, after his MCA pact expired.

GAC will, of course, exact commissions on the dates it agreed.

## Scranton Disc, Capitol in Deal

Scranton Manufacturing Co., which presses discs for many of the independent record companies, has been charged with paying the Capitol Records. Coast outfit owned and operated by songwriter Johnny Mercer was widely decried as "Paramount" exec producer, and Glenn Walford. Extent of Scranton's buy-in is not disclosed except that it's "substantial."

Amalgamation of Capitol and Scranton, to whatever extent, "substantial" may mean, is nevertheless important. It forms a talent and producing combine that can eventually boost Capitol into disc company importance. Scranton, however, will not have any say in the operation of the company, which will rest entirely with the current regime.

## SEE WLB DECISION NEXT WK. ON DISC SITUATION

Because of the absence of one of its members, the decision by the War Labor Board on the disc situation relative to Columbia and RCA-Victor isn't expected until next week. It was said to be due last Monday (8). Meantime, both Columbia and Victor are waiting for the signal to go to work, which they confidently expect. Whether they will or not, even if the decision is against Petrillo and musicians are ordered back to work, is anybody's guess. Even industry attorneys are not certain what course the AFM council will take in an effort to halt the rush back into studios. One thing is certain, however, a negative decision won't be taken lightly by the AFM.

Idea Park, Youngstown, O. opened its 49th season Saturday (6), with Art Farrar orchestra as first band in the dance pavilion. Max Rindin, asst. manager of the park, said name bands would be bought this season, continuing last year's

## Krupa Moves Up Date For New Band Formation

Gene Krupa, anxious to get to work with a new band of his own, plans to get it started sometime between June 15 and July 1. If contrary to right. He is still with Tommy Dorsey's orchestra, but will leave that combination before it does so to the coast date in June.

Originally, Krupa figured to resume mastering in late summer or early fall.

## Suggest Deletion Of Payola Rules, But CMU Sez Nix

A suggestion was made at last week's N. Y. meeting of the Contact Men's Assn. Council which amazed many music men. Made by one of the industry's top executives, it proposed that the Council delete from its by-laws Rules, eight and nine, which govern and impose penalties on payola violations. It was flatly rejected, of course.

To many music men the suggestion was doubly incredible since it came from a man high up in the field. His reasons—also are said to be based on the charge that payola is against the law, and if this is the case, why not open the field to everyone by eliminating anti-legislation? Executive admit that some paying is going on. It always will, and it is by no means rampant and, at any rate, falling penalties of conviction on such charges certainly would not put the field on an even competitive basis.

## T. DORSEY, WEITMAN SETTLING DATE SNAC

Situation between Tommy Dorsey and the Paramount theatre, N. Y., over his scheduled shift to the opposition Capitol theatre, N. Y., despite a commitment shift to be fulfilled at the Par, is being settled. Dorsey will probably return to the Par in September, return to the Par for his next Broadway date, then go back to the Capitol, to which he was optioned recently for two more appearances, three in all.

Paramount had taken its case re Dorsey to the American Federation of Musicians. The AFM used the situation right back at the Par, telling Bob Weitman, theatre's managing director, he would have to get together with Dorsey and Metro to straighten it all out. This occurred last week.

Paramount's case in relation to Harry James, who owes the house a date, but doesn't want to play it out on his forthcoming trip east with a reorganized band the opera at the Astor hotel, N. Y. May 29, will be settled after James gets in town.

## Prima's N. Y. Strand Date

Louis Prima orchestra set for the Strand theatre, N. Y., opening June 22. It's his first shot at a major Broadway Broadway theatre; heretofore he played the Strand and once did a single at the Strand.

Prima is currently at the Park Central hotel, N. Y.

# Victor, Columbia Royalties Increased Despite Disc Ban; T. Dorsey's \$7G for 1/4

## Sinatra, Spivak Disc Swap Again Falls Thru

Projected swap of Frank Sinatra and Charlie Spivak's masters by RCA-Victor and Columbia Records again fell through last week. Victor assertedly refused to give up both Sinatra's 'Night and Day' and 'Song to You,' preferring to hold the latter, in exchange for Spivak's, 'I'll Remember April' and 'Don't Take Your Love From Me,' both of which are being revived.

Sinatra made the discs solo for Victor when he was with Tommy Dorsey's band. Spivak was formerly a recording released for more than a year due to the record-ban, hence the attempt of swapping it as a second time such a deal fell through.

## Peer's Canadian Performing Idea

Hollywood, May 9.  
Ralph S. Peer has been given the green by the Canadian government for the formation of a tentatively titled American Performing Rights Society, which will perform functions in Canada similar to those of ASCAP here.

He will head the new group, encouraging Canadian songwriters and the future of their music. Present deal will protect the writers on a system of reimbursement for performing rights, which has not been in effect up to now.

Latin-American Performance Rights Society also has been favored by Peer. It is now in operation in Mexico and South America.

## ASCAP POINT PLAN INTO OPERATION SOON

American Society of Composers, Authors and Publishers is preparing to institute soon its long-delayed Albert-Ledlie plan of writer classification. Special type of card machines necessary under the plan are being installed at the Society's offices in N. Y.

Point plan was to have become operative last Jan. 1. It was blocked, however, by stiff opposition from standard writers. This hymn is still effective, but it is expected to be removed shortly. Standard authors have consistently maintained that the proper rate under a point plan would be five credits for every performance of their established material to one point for a pop performance. This is deemed inequitable.

Another moot question is the determination of a standard work as distinguished from a pop.

Royalty payments to bands and artists on RCA-Victor and Columbia Records rosters have been steadily increasing despite fact these two companies don't settle with Victor. C. Petrillo and none of their artists has made a new record in more than a year and a half. Tommy Dorsey, for example, drew a check from Victor last week for first-quarter sales last, experienced record men refuse to believe. It was for approximately \$57,000.

As a result, Victor makes royalty payments every six months. Dorsey's check was thought to be for that time, but it has already been paid, for the previous quarter, an amount much lower. Above figure includes interest income, but this portion is understood to be slight.

Victor and Columbia have made some other substantial royalty payments in the past year. Harry James drew approximately \$100,000 from Columbia for all of 42 and Captain (Glenn) Miller, who has been in the Army since 1942, was thought to have received about the same amount from Victor for the same period. Artie Shaw in the Navy all of last year's then took back in civilian—drew a check for "48 some-thing" from Victor for the first quarter, represented sales of pre-ban discs, resumed. James, who got hot cards from Victor following the disc-ban order, is an exception.

If Dorsey's sales can maintain first-quarter pace—though that's not the picture—his current big-seller, 'I'll Be Seeing You'—he would earn the highest amount from records this year, any maestro ever drew. In 10 recent weeks of the atre and one-nighters he fetched approximately \$210,000. An another concert and dance route is coming up.

## Juilliard School Sets Industrial Music Course

Juilliard Institute of Musical Art, part of the Juilliard School of Music, is setting up a course on the proper handling of industrial music (music piped into factories and designed to aid morale). Starting early in June and running until the 16th of that month, the course will be under the direction of Wheeler Beckett, former music consultant to the War Production Board.

Industrial music has been getting increasing attention past few years. Its potentialities are realized by American Society of Composers, Authors and Publishers, which has put out a \$10,000 contract for the duration of the war as a means of establishing and making users familiar with the Society's control of such music usage. Personnel managers and experts in the industrial music field are due to attend the Juilliard course. Fee is \$25.

## SACKS TO COAST

Manie Sacks, head of Columbia Records' N. Y. office, heads coastward this week on a three-week jaunt.

His business trip, to collar some new contracts.

A big American seller fast approaching England's 400,000 copy sale!

# Miller's Big The Monogram

Words and Music by HUGH CHARLES, LEO TOWERS, SONNY MILLER

MILLER MUSIC CORPORATION 1619 BROADWAY, N.Y. 19 • LON MOONEY, Gen. Prof. Mgr.

## \$12,000 Drop in ASCAP Revenue For April in N. Y., L. A., Due to 30%

Government's 30% tax put into effect April 1, made an immediate impression on American Society of Composers, Authors and Publishers revenue. Society's collections for the month of April have not been completely totaled, and it's impossible to determine the decrease in percentage, but it's known that income from the N. Y. area fell off \$8,000 and from Los Angeles \$4,000. It's pointed out that in the two cases cited above it's possible that a portion of it may still be paid, that raters' owners, simply wrote tax in disapproving it, but whatever amount may be forthcoming isn't expected to erase very much of the latter decline.

ASCAP's board last week failed a resolution to condemn the 30% tax on the ground that it would be harmful to revenue. Resolution will be taken up again.

## Vogel Wins Suit On These Days

Long, drawn-out legal action between Jerry Vogel, Inc., and Will Roslier, Chicago publishing firm, over "Some of These Days," was settled last week in N. Y. federal court by a decision by Judge John Clancy in Vogel's favor. Vogel therefore retains renewal right to the tune, which it has been publishing since 1937, after securing the rights from Shelton Brooks, co-author. Case dated from 1941. Roslier originally published the song, but in 1937 Brooks secured renewal rights and assigned them to Vogel. Roslier claimed a previous renewal agreement with the writer made in 1926, but Judge Clancy ruled this out since "no consideration" was offered or paid" by Roslier for the second term.

## Barnet Toots Weekends

Charlie Barnet will play only twice this week at the Casa Montana, Culver City, Cal., until he either finishes commitments on the Coast or the Army sends him a uniform. Barnet opens Friday 19th, his first weekend stand with a band organized on the Coast which will absorb four new men from his old outfit, who are now on the way west. One is Negro trumpeter "Bourne's" Holland.

Barnet has two pictures to make at RKO, neither of which has a starting date.

## Chermor B. Omaha, May Be Rebuilt; Materials Stay

Tom Archer in Omaha last week to be contrasted for rebuilding his Chermor ballroom, destroyed by fire a year ago. Material all set except maple for floor, which government seems reluctant to release. However, Archer expects to get all necessities and reopen late this fall. Chermor was town's biggest dance and played prominent handstands.

Meanwhile, Archer signed Harry James band for one-nighter at the city and, May 17.

## 'Sweetheart' on 'Parade'

"Don't Sweetheart Me" popped out of obscurity again into seventh place on the Lucky Strike Hit Parade last Saturday (6). This is the tune partially responsible for the Warner music combine's suit against the program, charging inaccuracies in rating hit songs.

Ironically enough, the first and only tune previously "Sweetheart" had achieved the "Parade" about two months ago, it jumped from nowhere into seventh place. Following week it toobaganned off and didn't appear again until past week.

Morris Maslin will publish, "Thinking of My Darling," by maestro Art Kassel and Mack David.

## Oops! My Error

Hollywood, May 9. Manager-stockholder of this town's most elaborate dance hall flustered himself a slick boxer of bands. After booking a small outfit for a week-long job, he discovered too late the combo was strictly hillbilly and in keeping with the general and live environment.

Mountaineers were hastily equipped with new tunes and tuxedos to avoid offending the ears and eyes of the customers.

## Eastern Summer Band Season Looks Better Than First Indicated

Eastern summer season, which band agents feared, from early activity, would be good this year, despite wartime difficulties, will be much better than anticipated, it's claimed. In addition to the majority of established spots which are re-opening, there are several new ones, some so new that their plans are not being revealed for fear of competition. It has brought about a short-age of lower-level combos.

Examples of new spots are the re-opening of Dorsey Park, Allentown, Pa., which hasn't played a name combo in several years, Jan Savitt, star of May 26, Rainbow Ballroom, same town, also is getting under way, both providing opposition to Andy Perry, established Allentown promoter, who asserts he himself will operate two summer propositions.

Hank's Casino, Whitewood, N. J., is going in for a weekend party, starting May 27-29, with Jack Penny, Old Orchard, Me., resuming May 13, also with Savitt. Pleasure Beach, Bridgeport, starts May 26, and Bob Chester, Potomac River, Belt Line, Washington, D. C., expects to resume operation after a two-year layoff and other ballrooms such as Lakeside and Lakewood, Mahanoy City, Pa., Harry Park, Hertsy, Pa., all established dates, are open.

Elite Music, Inc., chartered to conduct music publishing business in N. Y., Capital stock 100 shares, no par value. Directors, George H. Bell, Clinton M. Bell, Herman M. Diamond. William M. Berkson filing attorney.

## Bands at Hotel B.O.'s

(Presented herewith, as a weekly tabulation, is the estimated cover charge bands being done by name bands in various New York hotels; Dinner business (7-10 p.m.) not rated. Figures after name of hotel give room capacity and cover charge. Larger amount designates weekend and holiday prices. Compilation is based on period from Monday to Saturday.)

Band	Hotel	Weeks Played	Covers	
			Per Week	Total
Emil Petti	Biltmore (400; \$1-\$1.50)	7	1,050	8,350
Lauri McIntire	Lexington (400; \$1-\$1.50)	117	1,700	211,700
Jerry Wald	New Yorker (400; \$1-\$1.50)	9	1,800	16,900
Glenn Gray	Pennsylvania (500; \$1-\$1.50)	2	2,350	8,400
Leo Reisman	Waldorf (350; 2)	11	2,775	34,000
Court Basie	Litton (275; \$1-\$1.50)	4	1,975	5,575
Guy Lombardo	Rossvell (400; \$1-\$1.50)	31	1,830	57,450
Boyd Bachman	Commodore (400; \$1-\$1.50)	1	1,325	2,325

\*Materials indicate a supporting floor show. New Yorker and Biltmore have ice shows. Waldorf has Russell's Sennu, Victor Borge, Tullu, Livingston, Hawaiian floor show.

## Chicago

Neil Bonadua (Mayfair Room, Blackstone hotel; 400; \$2.50 min.). Split week of Paul Draper and George Price, with Bonadua, hit excellent 7,000. Carmen Cavallaro (Empire Room, Palmer House; 750; \$3-\$3.50 min.). Off some, but Cavallaro and Larry Adler still accounted for smash 9,000. Tommy Dorsey (Panther Room, Sherman hotel; 850; \$1.50-\$2.50 min.). Dorsey-Krupa-Alton combo packer' sm-in terrific 9,000. Jimmy Yew (New Walnut Room, Bismarck hotel; 465; \$1.50-\$2.50 min.). Dinner big but late big off here. Joy drew around good 3,000. Eddie Oliver (Marine Room, Edgewater Beach hotel; 1,100; 50c and 75c cover charge plus \$1.25 min.). Special parties tipped patronage to about \$100,000.

George Olsen (Boulevard Room, Stevens hotel; 700; \$2.50-\$3 min.). Olsen steadily increasing weekly totals. Very fine 4,000.

## Los Angeles

Fredde Martin (Ambassador; 900; \$1-\$1.50). Punching hard for 4,000 last week. Joe Reisman (Biltmore; 900; \$1-\$1.50). Will breeze past 4,000 covers.

## Location Jobs, Not-in Hotels

(Los Angeles)

Jan Garber (Palladium B, Hollywood, first week). Grand opening, but heavily padded. Probable 28,000 paid admissibles. Horace Heidt (Trianon B, Southgate, 17th week). Louis Armstrong in May 9. Heidt exit music to 4,000 payolas.

Paul Harris (Stapay Macie's, N. Los Angeles, 27th week). Harris not fronting, away on tour, Dip to 8,000.

(Chicago)

Car Gladys (Chen Pares; 850; \$1-\$2 min.). New show, headed by Sophie Tucker, who opened (5), helped to around swell 5,000. Chuck Foster (Blackhawk; 500; \$1-\$2.50 min.). Foster succeeded Del Courtney Wednesday (3); week did about 4,000.

Top tune of 20 musical smash FOUR JILLS IN A JEEP hitting radio's top

# HOW BLUE THE NIGHT

Lyrics by HAROLD ADAMSON

Music by JIMMY McHUGH

ROBBINS MUSIC CORPORATION 799 SEVENTH AVENUE, N. Y. 19 • JERRY JOHNSON, Gen. Prof. Mgr.

## A Great New Ballad by HARRY WARREN and EDGAR LESLIE FORGET-ME-NOTS IN YOUR EYES

Triangle Music Corp., 1619 Broadway, New York  
Mickey Garlock, Prof. Mgr.

Hollywood  
Milton Samuels

Marvin Fisher

Chicago  
Eddie Richmond

3 Great Songs

by  
JOHNNY BURKE and JIMMY VAN HEUSEN

from the Paramount Picture

**"GOING MY WAY"**

with  
*Bing Crosby*

**GOING MY WAY  
SWINGING ON A STAR  
THE DAY AFTER FOREVER**

*Burke and Van Heusen, Inc.*

1619 BROADWAY, NEW YORK, N. Y.

**MURRAY BAKER**  
General Manager

**BILL SEXTON**  
1537 North Vine St.  
Hollywood, Calif.

**MAX LUTZ**  
54 West Randolph St.  
Chicago, Ill.

# Basie, 11 Others in His Orch Must

## Answer Charges Before N.Y.'s 802

Count Basie and 11 of the men in his orchestra, all non-members of local 802, N. Y., have been ordered to appear before the trial board of the American Federation of Musicians (A.F.M.) to answer charges of "accepting miscellaneous engagements without on transfer." Basie and the men involved have their cards on deposit at 802 for transfer into that local and according to 802 regulations are prohibited from working jobs other than the Lincoln hotel, N. Y., where the band is current, until the transfer period is up.

Neither Basie nor his men know exactly the reason for the summonses. However, it is assumed that they're based on the recent recording activities of the band for Savoy and Keynote Records. When a musician is on transfer he is not allowed to do work beyond that called for by the local couple.

Disputed recordings made during the past couple weeks in one case by Basie's orchestra under the direction of Earl Warren sax-leader. These were for Savoy, as were others Basie himself made early last week with a group also from his band. He also made some for Keynote under the name "Prince Charming" Columbia Records, in which Basie is under contract, it is up in arms over the affair.

## ESSEX HOUSE, N. Y., IN RETURN TO NAME BANDS

Essex House, N. Y., is headed back toward the use of name bands in its Casino-in-the-Park. It is currently negotiating for one of several submittals.

Casino has been using small combinations since Abe Lyman's outfit closed there last fall. Nick D'Amico's group is current.

### 2 NEW SONG HITS

## THERE I'LL BE And I CAN'T FORGET TO REMEMBER

Published by  
**DE METRIS MUSIC, INC.**

152 West 42nd Street  
New York, N. Y.

## Coast Spots Booking Band Triple-Headers

Los Angeles, May 9. Three-band cancellations arose here, causing Gaidick here has booked Bob Mohr, Paul Martin and Johnny Ryland bands for regular and swing shift trade.

Move is to square off with Aragon Ballroom, which has Hal Grayson, Bob Willie and Leon Mouser.

## Eddie Howard to Dailey's

Eddie Howard's orchestra, a mid-western outfit, makes its first trip east soon. It opens at Frank Dailey's Terrace Ballroom, N. Y., May 26, following Frankie Carter, who opens Friday (11).

Dailey went to St. Louis to hear the band last week. Howard is former band leader with Dick Jurgens, now a Maine act.

## Sosnik's Albums

Harry Sosnik is making a "Roberta" (Jerome Kern) album for Decca with Alfred Drake, Kitty Carlisle and others, akin to some of the other albums previously waded by the company.

Sosnik also did a "Mexican Hayride" album, as yet unreleased, with Wilbur Evans and Miss Carlisle featured.

## 10 Best Sellers on Coin-Machines

(Records below are grabbing most nickels this week in jukeboxes throughout the country as reported by operators to "Variety." Names of more than one band or artist after the title indicates, in order of popularity, whose recordings are being played. Figures and names in parenthesis indicate the number of weeks each song has been in the listings and respective publishers.)

- |   |                    |          |
|---|--------------------|----------|
| 1. Love, Love, Love (7) (Santley).....          | Guy Lombardo.....  | Decca    |
| 2. I Love You (3) (Chappell).....               | Bing Crosby.....   | Decca    |
| 3. I'll Get By (2) (Berlin).....                | Perry Como.....    | Victor   |
| 4. I'll Be Seeing You (2) (Williamson).....     | Harry James.....   | Columbia |
| 5. Poinelana (8) (Marx).....                    | King Sisters.....  | Victor   |
| 6. Don't Sweetheart Me (8) (Advanced).....      | Bing Crosby.....   | Decca    |
| 7. Do Nothing Till Hear (11) (Robbins).....     | Tommy Dorsey.....  | Victor   |
| 8. Besame Mucho (17) (Melodylane).....          | Bing Crosby.....   | Decca    |
| 9. When They Ask About You (4) (Berlin).....    | David Rose.....    | Victor   |
| 10. Couldn't Sleep Wink (11) (T. B. Harms)..... | Lawrence Welk..... | Decca    |
|   | Woody Herman.....  | Decca    |
|   | Stan Kenton.....   | Capitol  |
|   | Jimmy Dorsey.....  | Decca    |
|   | Abe Lyman.....     | Hit      |
|   | Jimmy Dorsey.....  | Decca    |
|   | Sonny Danham.....  | Hit      |
|   | Frank Sinatra..... | Columbia |
|   | Dinah Shore.....   | Victor   |

## 10 Best Sheet Sellers

(Week Ending May 6)  
Long Ago, Far Away.....Crowford  
Love, Love.....Santley  
I'll Get By.....Berlin  
San Francisco Valley.....Morris  
I'll Be Seeing You.....Williamson  
Don't Sweetheart Me.....Advanced  
I Love You.....Chappell  
Goodnight, Wherever You Are.....Shapiro  
Amor.....Melodylane  
Holiday Strings.....BVC

## Boosey-Hawkes Pop Music Dept.

Boosey-Hawkes, publisher of standards, is establishing a popular music department. First tune is titled "Unlabeled" and written by "Wildfire Sounders" which a new style has been fitted by Sonny Sklar.

Irving Brown is professional manager of the pop section.

## Pluggers' Vacash Claim

Some music contact men, peeved at the Contact Men's Assn. Council for revising its vacation regulation last week to oblige the necessity for employers to pay vacation salaries when a man quits his job, claim that since the vacation rule was put in by vote of the membership it should be removed or revised the same way.

Many job shifts have been made lately and many pluggers who received two weeks' salary, in lieu of working out notice two financials gave, have been petitioning the union to collect vacation cash, to which they think they're entitled.

## NBC, CBS, Blue, Mutual Plugs

Following is list of the most played popular tunes on the networks for the week, beginning Monday and through Sunday, May 1-7, from 5 p.m. to 1 a.m. List represents the first approximately 25 leaders in alphabetical order in some cases there are ties, accounting for a longer list. The compilations embrace the NBC, CBS, Blue and Mutual Networks, as represented by EAP, WABC, WJZ and WOR, N. Y., and are based on data provided by Accurate Recording Service, regular checking source of the music publishing industry.

TITLE	PUBLISHER
Amor—"B'way Rhythm"	Melodylane
And So Little Time	Lincoln
And Suddenly It's Spring—"Last Night in Paris"	Famous
Do Nothing Till You Hear From Me	Robbins
Going My Way—"Going My Way"	Burke
Goodnight, Wherever You Are	Shapiro
Hold My Hand	BVC
How Blue the Night—"I'll Be Seeing You"	Robbins
How Many Hearts Have You Broken?	Advanced
I Dream of You	Embassy
I Love You—"Mexican Hayride"	Chappell
I'll Be Seeing You	Williamson
I Get By—"Guy Nailed Guy"	Berlin
I'm In Love With Someone	C-P
Irresistible You—"B'way Rhythm"	Famous
It's Love, Love, Love	Santley
Like a Star and Far Away—"Cover Girl"	Crawford
Listen—"You Can't Be Lovers"	Witmark
Longtime Keep Bottles Quiet—"B'way Rhythm"	Feist
My Heart Isn't In It—"Calling All Stars"	Leeds
San Francisco Valley	Morris
Silver Wings in the Moonlight	Miller
Swingtime I'll Be—You Are—You Are—You Are	Witmark
Swing in a Star—"Going My Way"	Burke
Time Alone Will Tell—"Pin Up Girl"	BVC
Time Waits For No One—"Shine Harvest Moon"	Remick

\* Filmstrips. \* Legit Music.

## Metro Gets Up Firm

### Letter to Brush Tyro Songsmiths; Link West

Harry Link will headquarter on the Metro lot in Culver City, Cal., for a spell as representative of Feist, Inc. of which music publishing firm he is general professional head. This is in line with a desire by Metro and Jack Robbins to bolster the Feist catalog with financial experts.

Incidentally, since reports go around that the Metro-Robbins combine would buy pop songs in the open market for inclusion in M-G-M filmstrips and not rely wholly on Robbins, Feist and Miller Music, Inc. (Robbins-Louis B. Meyer) has been bombarded with song mess, during his N. Y. stay. Result has been that Metro had to get up a firm letter of rejection, so as to keep M-G-M legally in the clear, since amateur songwriters are notoriously crafty litigants. Publicity arose from a report Fred Raphael, Loew-Metro television-music contact in N. Y., was amenable to all scripts.

Incidentally, angry trade reports about Jack Robbins' personal relations with Metro are completely discounted. Robbins, as managing head of the Big Three Music Corp., which embraces the three major song firms, has specific ideas on his operations. As a veteran music publisher, and can always point to the strong profits ever since Metro became 51% partner in his companies.

## Top Tunes for Your Books An All-Time Favorite

## DIGGA DIGGA DO

Music by . . .  
**JIMMY McHUGH**  
Published by  
**MILLS**

AND SO LITTLE TIME

**FAMOUS STUDIOS**  
and ALL other picture studios use this 3-1/2" VHSUAL record of song hits of over 100 publishers, plus old favorites, includes lead sheet and lyrics of choruses. Samples free.

**TUNE-DEX**  
1610 Broadway New York 19

# "IT HAD TO BE YOU"

Lyric by GUS KAHN • Music by ISHAM JONES

In 1924 — 20 years ago — the nation's top song —

In 1944 — a hit all over again!

It's the song you can't forget —

the song that gets the "Casablanca treatment!"

In  
**SHOW**



**BUSINESS**

THE NEW RKO RADIO PICTURE  
STARRING  
**Eddie Cantor**

Published by REMICK MUSIC CORP.

MUSIC PUBLISHERS HOLDING CORP. • 1250 SIXTH AVENUE, NEW YORK, N.Y.

Mose Gumble, Exploitation Rep.



# Boffa Vocal Clicks

Lyrics By

**MACK GORDON**

Music By

**JAMES V. MONACO**

# TIME ALONE WILL TELL

# ONCE TOO OFTEN

# PIN UP GIRL

Starring *in Technicolor!*

**BETTY GRABLE**

And

**CHARLIE SPIVAK**

AND HIS ORCHESTRA

with

**JOHN HARVEY • MARTHA RAYE • JOE E. BROWN**

Directed by **BRUCE HUMBERSTONE**  
Produced by **WILLIAM LE BARON**

# YOU'RE MY LITTLE PIN UP GIRL

**BVG**  
**BRIEGMAN, VOTTO and COHN, Inc.**  
1819 BROADWAY NEW YORK, N. Y.

Four Selections By One Of America's Foremost Composers  
**DAVID ROSE**

# HOLIDAY FOR STRINGS

**OUR WALTZ — DANCE OF THE SPANISH ONIONS**

Just Released

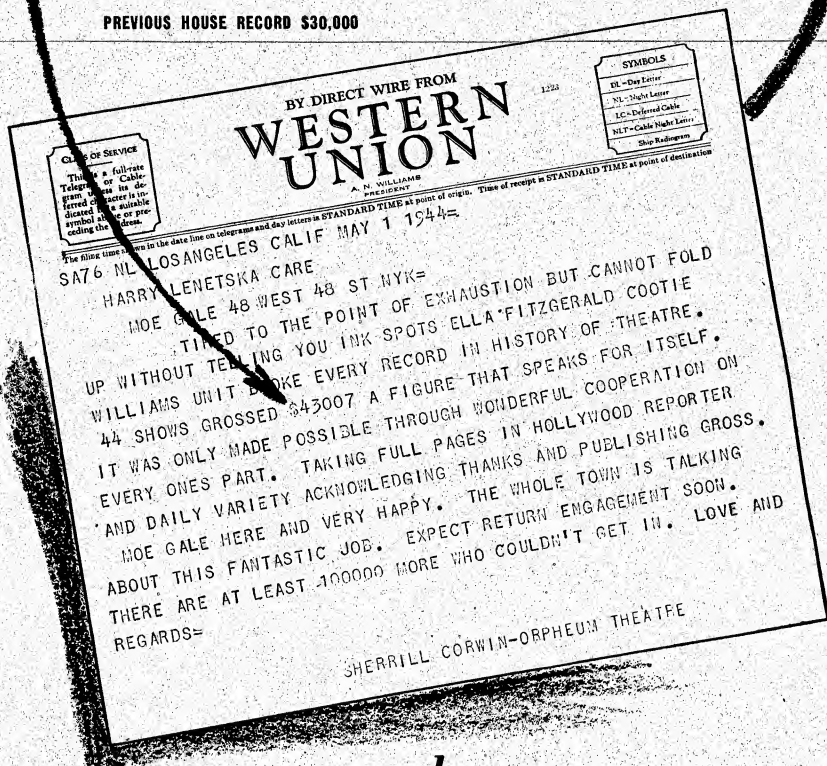
# MY DOG HAS FLEAS



# \$43,007

## A FIGURE THAT SPEAKS FOR ITSELF

PREVIOUS HOUSE RECORD \$30,000



Feature Picture  
 "CLEMENTINE"  
 A Republic Release

*and---*

**BROKE ALL-TIME HOUSE RECORD  
 AT THE GOLDEN GATE THEATRE  
 IN SAN FRANCISCO WEEK APR. 25  
 GROSSING \$42,000.**

**Personal Management**

**GALE, Inc.**

**48 W. 48th St., N. Y. C.**

1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 26



## Commissioner Moss Wins Court Test On Right to Revoke Broker's License











# Broadway

Dora Spera, Carroll's Irene. Jack Robbins back to the business in Chicago and Detroit. Gubrie Mitchell planning to do new play by Jerome. Miller book, mourning wife who died last week. Irvin Shapiro, new book after long siege with pneumonia.

Richard Haydn returns in August to start with Billy Rose's new "Kitty." Kelly Aron, Creel, change show girl, replaced Jilly St. Clair in "Follow the Girls." Century. British author, last acting in "Shopper," has become an American citizen.

Marian Spicer in from Beverly hills to visit all night and husband, Max Harlan Thompson. Margaret Webster to be given honorary degree as doctor of literature by New York college. Billy Rose sending out copies of Ben Hecht's new book, "A Guide for the Develved," as a must-read gift. Agent Tully Mason to the Coast to help to work out deal for West and Lexing, two-man comedy.

Neal Meadow resigned as president and director of the American Society, showing first run Russian pictures. Erbe and Sonny Burkus, w.k. in N.Y. and Hollywood movies, have joined Club Lake Placid, for the summer.

Sophie Tucker, now at Chat Parer, will go to the Coast for a series of hospital after her present engagement.

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# Washington

Willard Holt. Players open season on June 12. Joan Powell of United Artists met with the Hotel Carlton luncheon Saturday 10.

Sidney Lusk, of the Lust chain, announced at one of the Fifth Ward Bond drive in this area.

Missouri Senators and members of the House of Representatives at the "Adventures of Mark Twain."

Harry Aron, managing director of Erie, gives annual award of Catholic University for outstanding work in the theater.

St. John Gardner will come down to the Coast to help to work out deal for West and Lexing, two-man comedy.

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# Mexico City

Ben Alexander, N.Y. singer, slinger, at Rio Rosas. Polish singer, to South America on tour. Arroyo, composer of "Brazil," to South America on tour. Paul Draper set for three recitals at Palace of Fine Arts this month. Fred Anderson booked for three recitals in June at Palace of Fine Arts.

June Markowicz joined for a role in the second Mexican film version of "Count of Monte Cristo."

Gabriel Ruiz and Fernando de la Llave have done a song, "Blue Eyes," dedicated to a film.

"Argentina" (Pilar Lopez), Spanish dancing her last set for recitals at Palace later this year.

Joan Page, American singer who was in Mexico City, has returned to the Montparnasse night.

Claudia and Filma Mundiales, top picture here, installing show in "Columbia," (Mario Moreno), still in transition from radio to film.

Chelo Campa, Mexican singer, booked for a series of recitals at the Palace of Fine Arts this month.

Julio Bracho, ace Mexican director, makes debut as film producer in the new picture, "The Girl of the Year."

Elvira Rios, singer, Chelo Campa, Mexican singer, booked for a series of recitals at the Palace of Fine Arts this month.

Leopold Stokowski's "Music for the Movies" is being released in Spanish. He's here guest conducting Mexico's symphonic orchestra.

Louise Velle, singer, Chelo Campa, Mexican singer, booked for a series of recitals at the Palace of Fine Arts this month.

Dorothy Lang, American soprano, booked for a series of recitals at the Palace of Fine Arts this month.

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# St. Louis

Frances Woods and Billy Brynildsen, at Club Continental. Helen Jefferson. The Ambassador has been up for the current run of "WB's Adventures of Mark Twain."

Phillip Levant and band opened the 1944 season at the Forest Park Theatre, this burg's major amusement park.

The Municipal Theatre Assn. has sold 800,000 tickets for its 26th season that year off in the Forest Park at fresco theatre June 1.

Auditorium 80, staff shifting to the Forest Park at fresco theatre June 1.

John P. Barrett received vacation decorations from the Royal Canadian Navy.

Major John Huston returned from Italy to visit with a bundle of battle film.

Ernest Pessis joined Russell Birdwell and Associates as a special writer.

B. G. DeSylva returned to work in Mexico after a vacation in Mexico.

Steffen Dunne, former actress and wife of John O'Keefe, hospitalized for surgery.

John Rubini drew a Presidential check for \$100,000 in the South Pacific.

Photographer "Pin-Up Girl" in the South Pacific.

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# Cohan

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*Smooth!*  
*she's a Lux Girl*



**VERA  
 ZORINA**

**VERA  
 ZORINA**

co-starring in Universal Pictures'

*"Follow the Boys"*

Now Showing Locally

SCREEN STARS ARE  
 RIGHT! THESE LUX  
 SOAP BEAUTY  
 FACIALS REALLY DO  
 MAKE SKIN SMOOTHER,  
 SOFTER—MORE ADORABLE!



**FIGHT WASTE**

It's patriotic to help save  
 soap. Use only what you  
 need. Don't let your cake  
 of Lux Toilet Soap stand  
 in water. After using  
 place in a dry soap dish.  
 Moisture last a while and  
 press against new cake.

*"My Lux Soap Beauty facials  
 really make skin lovelier"*

In recent tests of this beauty care screen  
 stars recommend, actually 3 out of 4 com-  
 plexions improved in a short time! Lovely  
 Vera Zorina tells you, "I never neglect my  
 ACTIVE-LATHER FACIALS. They're a won-  
 derful beauty aid. First I cover my face  
 generously with the rich Lux Soap lather  
 and work it in gently but thoroughly. Then  
 I rinse with warm water, splash with cold,  
 and pat to dry. So simple—and it works!"

**Lux Toilet Soap L-A-S-T-S...It's hard-milled! 9 out of 10 Screen Stars use it**

# VARIETY

Published Weekly at 154 West 46th Street, New York 19, N. Y., by Variety, Inc. Annual subscription, \$10. Single copies, 15 cents. Delivered as second-class matter December 27, 1935, at the Post Office at New York, N. Y., under the act of March 3, 1879. COPYRIGHT, 1944, BY VARIETY, INC. ALL RIGHTS RESERVED.

VOL. 154 No. 10

NEW YORK, WEDNESDAY, MAY 17, 1944

PRICE 25 CENTS

## WARS ON 'INVASION'

### Dry Lobby Taking Active Interest To Maintain 30% Night Club Tax

Powerful dry lobby sponsored by the Anti-Saloon League and the Church League of America, the same triumvirate that helped put prohibition across during World War I, is increasingly taking a hand in stymieing any reduction in the 30% tax on saloons.

Aforementioned groups are hopeful that if action on reduction can be withheld until Congress adjourns in few weeks—which would put any further consideration of the reduction over until Congress convenes next October—the saloons, save for some few swank spots in key cities, will have become extinct.

Despite efforts of Matt Shelver, national director of American Guild of Variety Artists, Noah Braunstein, of the Cafe Owners' Guild of N. Y., and Representative Walter Knutson, sponsor of current bill that would reduce tax to 10%, every move thus far has been blocked to prevent its being brought to attention of the House Ways and Means Committee. Knutson had it calendared twice last week for presentation and discussion. On each occasion it was set back in.

(Continued on page 40)

### Winchell Seen Nixing Hike to Nearly \$10,000 To Switch From Jergens

Walter Winchell is being fitted with by another sponsor, at a fee said to be almost twice his current \$5,000 stipend but, having been in the House Ways and Means Committee, Knutson had it calendared twice last week for presentation and discussion. On each occasion it was set back in.

Winchell's sponsors and the Blue network have been talking of shifting him to 10 p.m., as part of the web's idea to "build up" the Sunday night listening habit from six ("Radio Hall of Fame") through 10 p.m.

But in radio argue, however, perhaps the two most standard listening-habit hours are Jack Benny's 7 p.m. slot and Winchell at 9 p.m., so there is disinclination to play checkers with the clock; that way.

### GABLE, NOW A MAJOR, BACK TO PIX SOON?

Washington, May 16. The former Metro Clark Gable now, The Pioneer building Saturday afternoon, 11:30 a captain, and emerged three hours later with gold leaves on his shoulder straps which were pinned off by General "Hap" Arnold, commander of the Army Air Forces. It's reported he'll soon go to the Pacific, after two years in the active list, to his Metro picture contract as a star.

Gable was in Washington on business connected with the aviation film he was cutting on the Coast, plus other matters. He trained for the Coast Monday (16).

### Corwin to Adapt His Radio Plays for Legit

Norman Corwin will do three of his radio scripts for Broadway legit production this fall.

The writer, who heretofore turned down such legit offers, gave his scripts as three one-act plays for an evening's bill, also directing the production.

### Post-War Theatre Movement By GL's

Washington, May 16. A national community theatre movement backed by men now in the armed services is being considered by about 100 young Army officers, many of them former Hollywood and stage people. They look on it as a way to assure themselves a job and a living when they return to civvie.

They say that they would be in a position to develop new talent for the bigtime stage and screen. The "G.I. Bill of Rights" legislation, now in Congress, is considered as one possibility to aid in financing the movement. The bill provides loans at low interest for veterans seeking to go into business, so that group of the ex-servicemen would be able to pool their loans to launch little theatres.

### METRO'S TARKINGTON, ROSE FRANKS DEALS

Hollywood, May 16. Metro is negotiating an unusual deal with Rose Franken whereby her literary services are being purchased outright by the studio. Under the deal Metro automatically acquires options to the screen rights to any books, plays or other literary material which Miss Franken may turn out. Writer is also retained for screen scripting assignments.

Metro has also set a single-picture deal with Booth Tarkington for a piece based on an idea emanating from studio execs. If the story, when completed by Tarkington, should be published Metro will pay a higher price, predicated on the additional value from publication.

Met Opera Showing Interest in Cantors Is the Metropolitan Opera tapping a new source for talent—in the singing—continuing to mount "Variety" with this issue, inaugurates a weekly Television Page highlighting latest developments in the video field.

### 'On the Scene' Air Shows to Be Staged by Readers Move Into European Countries

BOYER, DIETRICH, ET AL.

D-day will find the OWI overseas branch ready to step into a new and vital phase of activity on production of radio shows within the liberated countries on the Continent. Aim is to present the role of democracy to the peoples now under the Nazis.

"It what is probably the most ambitious..." (Continued on page 41)

### \$1,057,318 Grossed By 'Winged Victory,' 356 Average Weekly

"Winged Victory" winds up a great Broadway run at the 4th St. Theatre, N. Y., on Saturday, when Moss Hart's epic drama of the Army Air Force will have played 27 weeks, plus two weeks tryout in Boston.

"During the engagement the show virtually sold out. Its total gross will be \$1,004,718, averaging better than \$35,000 weekly, which with tryout takings in Boston of \$52,000 made for a total of \$1,057,318. "Victory" played the house on percentage, attraction getting 72% of the gross, the Army Emergency Relief Fund being the beneficiary.

The Fund will be further benefited from the picture to be made at 20th Fox under supervision of Darryl F.

(Continued on page 2)

### 1st Victory Instead Of the 5th War Loan?

Washington, May 16. Show biz may find itself plunged in the First Victory Loan instead of the Fifth War Loan. It all depends upon whether the Second Front has been opened and is going well by the time the bond campaign gets under way on June 12.

Swiftness will be noted by treasury if everything is rolling according to plan or better. If not, it will still be the Fifth War Loan.

### Television Dept.

With post-war interest in television continuing to mount, "Variety" with this issue, inaugurates a weekly Television Page highlighting latest developments in the video field.

Television news in this issue appears on page 23.

### 'No Personal Glory' Edict Puts Radio On Spot in 5th War Loan Campaign

### Bill Hart Inherits Sister's \$699,831

William S. Hart, silent film star, himself, a millionaire since retirement on the Coast, receives the entire estate of his sister, Mary Ellen Hart, who died Oct. 1, 1942, in California.

The estate was appraised yesterday (16) at \$699,831 in N. Y., with Hart the executor and only legatee.

It's felt among some network execs that any such criticism isn't exactly fair; that no deliberate attempt is made to capitalize on the bond drive via the air and that whatever exploitation and added fame accrues to the individual stars is merely a by-product of a conscientious effort to help their country; and not from any personal glory angle.

What makes the matter all the more ticklish is the realization by the network and station reps, currently formulating their programs for the (Continued on page 2)

### Bob Milo Denies His Death, Seiz It Musta Been At Least One Other Guy

Out in Chicago, around the Woods Theatre building, Bob Milo, vaude comic, is emulating Mark Twain by assuring friends and relatives that the report of his demise has been greatly exaggerated.

It all stems back to several weeks ago when the obituary columns of "Variety" and "The National Vaudeville Artists," among others, had reported the death of Bob Milo, vaude artist, who died destitute at the Knickerbocker hospital, N. Y. The hospital notified National Vaudeville Artists, with latter taking care of burial in conjunction with the Fox (Continued on page 4)

FOR TELEVISION



The Hour Of Charm

All-Girl Orchestra and Choir

Conducted by Phil Spitalny

JANUARY









The most beautiful figure

*Center*  
**'PINNING UP' THE MOST**

*Pin Up Girl*

"The combination of Betty Grable and 'Pin Up girl' in Technicolor spells tremendous public appeal and assures terrific boxoffice grosses!"

—Showmen's Trade Review

...and that's what it's doing... at the Roxy, N.Y.... and watch it in its first dates in Dayton, Salt Lake City, Los Angeles, Milwaukee, Denver, Kansas City and Miami.

*Coming*

The most important event in the 50 years of motion picture



*in the industry*

*try-Fox*

# T BEAUTIFUL FIGURES!

*The Song of Bernadette*

10,000,000 people have seen it in 262 openings! It's a miracle from coast to coast!

*Four Kids in a Jeep*

Surpassing such winners as "The Gang's All Here" and "Sweet Rosie O'Grady" in every engagement.

*Buffalo Bill*

241 spots tag it the biggest from the biggest figure in the industry ... 20th.

*and still making hit-history*

Darryl F. Zanuck's "The Purple Heart"...

entertainment... DARRYL F. ZANUCK'S

**WILSON**  
IN TECHNICOLOR







# RADIO CITY MUSIC HALL

Showplace of the Nation

Rockefeller Center

*Proudly presents  
the World Premiere of Metro-Goldwyn-Mayers  
stirring motion picture production*



## "THE WHITE CLIFFS OF DOVER"

Starring

IRENE DUNNE

A CLARENCE BROWN PRODUCTION

and with ALAN MARSHAL

RODDY McDOWALL • FRANK MORGAN

VAN JOHNSON • C. AUBREY SMITH

DAME MAY WHITTY • GLADYS COOPER

Directed by

CLARENCE BROWN • SIDNEY FRANKLIN

Produced by

Screen Play by Claudine West, Jan Lutting and George Froeschel

Based on the Poem "The White Cliffs" by Alice Duer Miller

"Random  
Harvest  
11 Weeks!"



"Madame  
Curie  
7 Weeks!"



"Mrs. Miniver  
10 Weeks!"



**"HERE WE  
GO AGAIN  
BOYS!"**



**FIGHTING SHOWMEN! JOIN THE  
FIGHTING 5th WAR LOAN!**

# British Gov't Would Up Its Production Of Films To Promote Social Stability

By MORI KRUSHEN

With the British Board of Education, Health and Agriculture turning to the Film Division of the British Ministry of Information for production of motion pictures to combat widespread juvenile delinquency in England, a swift increase in production of films by the Government is expected, and correspondingly greater influence on the social, educational and economic life of the country is indicated after the war.

British film industry leaders, too, have appealed to the Film Division for help in stamping out "cinema slanders," violent and widespread form of lawlessness attributed to the neurotic strain of war, through production of pictures.

Jack Bedington, director of the Film Division of the B.M.I., currently in U.S. to complete plans for the cooperation of British-American film units in film production in the United States, that for the first time the British Board of Education has turned to the Film Division for help in asking for the production of its picture.

The type of film in which the Government is interested is that of the qualified person into teaching jobs by emphasizing the importance of the case about in guiding the youth of the nation after the war.

Whether the Government will enter into the highly controversial debate, raising the school-leaving age from 14 to 16 in England, through production of films, is a matter of the measure which has stirred heated interest in the country, is not yet known.

While the B.M.I. will likely be established shortly after the war, Bedington believes that the film production organization, which has been developed in England, will be transferred to various government departments and that film production will be stepped up along with greatly increased distribution of sound projectors in the post-war period in schools and other educational circles.

With only 150 sound projectors in the Film Division, with an audience of 18,000,000 annually, there are some 2,000 sound projectors in schools in England, and over the war the distribution of possibly 10,000 sound projectors in England, and 10,000 in the United States, considered quite likely. At such a rate the non-theatrical market is likely, in time, to approach the current commercial audience of 24,000,000.

British Government films are currently turned out to commercial producers under license, and the increased use of films for visual education purposes after the war would be a highly profitable business for producers of this type of film.

"Western Approaches," B.M.I. technical production is being completed, will be the last feature to be produced by the Film Division, according to Bedington, though shorts will be continued. B.M.I. has released five feature films in the U.S. during the past year.

## Policy Switch to Ease Aussie Product Runs Described by RKO-ite

Backlog of pictures is so great in Australia that many second-run pictures have been sent first-run and holdover figures raised to expedite production to subsequent releases. RKO's managing director in Australia, explained in N.Y. Monday (15). Doyle is in the U.S. to discuss with Phil Reisman, company sales chief, supplying of Australian troops with fresh supplies.

## Cape Town Cavalcade Pays To Over 300,000

Liberty Cavalcade, biggest exhibition ever seen in South Africa, opened here Monday (14) to April 15.

## Argentina May Take Over U.S.-Owned Parks

Buenos Aires, May 16. Reports here are that the military government may soon intervene into operations of "Parque Recreativo" and other U.S.-owned amusement spots in B.A. in line with steps to "nationalize" public and "cultural" life in general, similar to steps taken in local films, radio, theatre, etc.

Park, which draws 4,000 daily during the season, visitors here are mostly U.S. S. is B.A.'s largest and owned by Gustave E. Moroz, former San Francisco man who arrived here in 1910 after fleeing from U.S. market. Local spot was until Argentina's break with Axis in January, known as "Parque Japonés" (Japanese Park).

Pressure was exerted by British and Yanks to have handle switched.

## Squawks on Gangster Films From U.S. Not Upheld In So. Africa

Cape Town, April 6. Censorship Commission, set up by government to multilateral of American films on colored and white audiences, has ruled in favor of the measure which has stirred heated interest in the country, is not yet known.

Representing film industry at this convention were three officials from the U.S. film industry: J. Edgar Hoover, U.S. Attorney General, and other government departments. Charges arose at convention were that colored and native population is adopting gangster language, and that the film industry is recent outbreak of fights and use of violence was traceable to American picture.

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## Jouvet Starts French Film in Mexico City

Mexico City, May 16. Films Mandeles, major producer, has signed four pictures for the synopsis for picture Louis Jouvet is set to make. Will be in French and of kind made in Mexico.

## 'Crisis in Heaven' NSG in London Bow

"Crisis in Heaven," which opened at the Lyric May 15, is rated mildly risqué, though unlikely to enjoy general appeal.

## RKO's Spanisher 'Goyescas,' Spanish-made musical opens at the Lyric

"Goyescas," Spanish-made musical opens at the Lyric May 15. Film, with superimposed English lyrics, was being distributed in U.S. because of a small blaze there several weeks ago.

## McCullough announced that Arnold Pickler, his assistant in supervision of the film, has been given a temporary leave of absence to take an assignment with the Office of War Information.

## Miniature Reviews

The Eve of St. Mark (1918). Adaptation of Maxwell Anderson stage hit due for OK by the U.S. Navy.

"The Happy Acres" (WB). Neil's play makes a very good picture, which should show up admirably at a box office.

"Make Your Own Bed" (WB). Wacky farce for good audience and a profitable box office.

"The Yellow Rose of Texas" (MGM). Rep. Roy Rogers musical.

"Beneath Western Stars" (Rep.). Complicated, incredible story, but price is right.

"The Monster Maker" (PRC). Fine setting of J. Edgar Hoover in the past of his horror film over.

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# WALTER WINGHELL

N.Y. Daily Mirror  
and Syndicate

"Warners' 'Adventures of Mark Twain' is a cinemasterpiece! Chockful of Americana, it is the personal history of a great author who dipped his pen in America's heart. Fredric March is starrific!"  
M. P. HERALD  
"Warners' 'Adventures Of Mark Twain' is a tender love

story which can bring tears. The humor and the spirit of adventure which pervades has an appeal to all ages. The acting by

Fredric March in the starring role is one of the screen's most successful characterizations!"  
DAILY VARIETY  
"Warners' 'Adventures of Mark Twain' is magnificent entertainment! As screen biography superbly dramatized, it has never been excelled and seldom approached!"

M. P. DAILY  
"Warners' 'Adventures of Mark Twain' is a big scale effort and a big time show!"  
VARIETY  
"Warners' 'Adventures of Mark Twain' is topflight! As American as apple pie. Grips all the way and a credit all around."  
HOLLYWOOD REPORTER  
"Warners' 'Adventures of Mark Twain' is one of those

rare motion picture achievements. A glorious stirring story of American life. "Entertainment in the best Warner manner. Warners' venture. Mark Twain is a masterpiece."

# these

GENERAL RELEASE  
JULY 22

THE ADVENTURES OF MARK TWAIN starring FREDRIC MARCH

JACK L. WARNER, Executive Producer • Screen Play by Alan LeMay • Adaptation by Alan LeMay and Harold M. Sheline • Additional Dialogue by Henry Chandlee • All biographical material based on

for a popular appeal and high standing as a piece of Americana." N. Y. WORLD-TELEGRAM  
 "Warners' Adventures of Mark Twain" is full of the warmth of Mark Twain's sentiment and the heartiness of his laughter. Fredric March's characterization is a magnificent creation—a plane of the art of acting

you do not often encounter."

N. Y. DAILY NEWS

"Warners' Adventures of Mark Twain" is a 'must' on your movielist!"

Highest rating!

N. Y. SUN

"Warners' Adventures of Mark Twain" is a picture not to be missed!"

N. Y. JOURNAL

AMERICAN

"Warners' Adventures of Mark Twain" is an All-

American picture—and a memorable one!

LOUIS SOBOLO

N. Y. Journal-American and Syndicate

"I give a triple-A endorsement to Warner Bros."

'Adventures of Mark Twain'!

N. Y. DAILY MIRROR

"I recommend that all kids— young and old—should see Warners' splendid and inspired 'Adventures of Mark Twain'!"  
 BOXOFFICE  
 "Warners' Ad-

ventures of Mark Twain" has all the entertainment elements—sweep,

action, suspense, comedy, romance and pathos!"

THE EXHIBITOR

"Everything about 'Adven-

tures of Mark Twain is first rate."

SHOWMEN'S TRADE

REVIEW "Adventures of Mark Twain" will keep building appreciation in patrons' minds. An unforgettable experience."

# Words

MARCH · ALEXIS SMITH

with DONALD CRISP · ALAN HALE

C. AUBREY SMITH · JOHN CARRADINE · BILL HENRY  
 ROBERT BARRAT · WALTER HAMPTON · JOYCE REYNOLDS

Based on or controlled by the Mark Twain Company, and the play "Mark Twain" by Harold M. Steiner • Music by Max Steiner • Directed by IRVING RAPPER • Produced by JESSE L. LASKY







yep, it's  
**RKO**  
again!

## They ALL Love It!

### THE N. Y. DAILIES:

"Make it your business to see 'Show Business.' It's a swell show."

—Jim O'Connor, N. Y. Journal-American

"A lively, amusing and nostalgic divertissement."

—Kate Cameron, N. Y. Daily News

"Cantor sparkles...establishes himself as top-drawer producer."

—Lee Mortimer, N. Y. Daily Mirror

"A solid package of musical film fare."

—Irene Thier, N. Y. Post

"A pleasant and diverting screen offering."

—Howard Barnes, N. Y. Herald-Tribune

"Comedy and old songs . . . light, amiable amusing."

—Eileen Creelman, N. Y. Sun

"Gay, rough and ready."

—Alton Cook, N. Y. World-Telegram

### AND THE TRADES:

"Speedy piece of diverting entertainment geared for profitable biz."

—Variety

"Top-flight musical comedy from Broadway to Main Street."

—M. P. Herald

"Generously endowed with everything that a musical requires to be a box-office sock."

—Film Daily

"Contains plenty of entertainment . . . should do the business."

—The Exhibitor

"Terrific fun; a top laughmaker . . . tops for any situation."

—Showmen's Trade Review

"Should prove to be one of RKO's big box-office pictures of the year."

—M. P. Daily

"Should pay off handsomely at the box-office."

—Hollywood Variety

# SHOW BUSINESS

Eddie CANTOR \* George MURPHY \* Joan DAVIS \* Nancy KELLY \* Constance MOORE

with DON DOUGLAS \* Directed by Edwin L. Marin Produced by Eddie Cantor

Screen Play by Joseph Quillan and Dorothy Bennett \* Story by Bert Granet

FIGHTING SHOWMEN JOIN THE FIGHTING FIFTH WAR LOAN, STARTING JUNE 12



# SPARKLING... CAPTIVATING... CAPRICIOUS...

A REVEALING STORY OF WHAT GOES ON BEHIND THE GAYETY AND GLAMOR, THE CLOWNING AND CAREFREE SCENES IN THE WORLD'S MOST TALKED OF NIGHT SPOT... SET TO THE MUSIC OF THE WORLD'S MOST FAMOUS DANCE BANDS.

# Trocadero

with  
**ROSEMARY LANE**  
and  
**JOHNNY DOWNS**  
**RALPH MORGAN**  
**DICK PURCELL**  
**CLIFF NAZARRO**

and Featuring  
**BOB CHESTER and his Orchestra**  
**MATTY MALNECK and his Orchestra**  
**GUS ARNHEIM and his Orchestra**  
**EDDIE LeBARON and his Orchestra**  
**WILLIAM NIGH — Director**  
SCREENPLAY BY ALLEN GALE  
ORIGINAL STORY BY  
CHARLES F. CHAPLIN and GARRET HOLMES  
Produced by WALTER COLMES



A  
REPUBLIC  
PICTURE



## B.&K. Mgrs. to Get 2½ Days Off; Plans for Pension System Also Set

Chicago, May 16. Outlining of new system of working hours, which will cut down time put in by managers and assistant managers, and preliminary discussions on a coming pension plan, now being drafted, were highlights of the meeting last week of Balaban & Katz personnel at the Drake hotel. Meeting was attended by some 130 managers, assistants and company executives. New working hours will give managers and assistants practically 2½ days off each week where they now get 1½ days. No details were available on the pension plan.

Addressing the group, John Balaban gave assurance that any and all returning service men and women will be given jobs without loss of priority and said that the company's postwar plans for television and the building of new theatres would absorb many new men. Two of the firm's oldest managers, in point of service, Ed O'Donnell and Miles Concanon, both with the company 25 years, were presented with diamond wrist watches, and Leonard Schiff, manager of the Central Park, was gifted with some \$100 War Bonds for leading the circuit in sales of War Bonds.

### Lensers Thumbs Down On Profused Wages

Hollywood, May 16. Studio lensers turned down the new wage scale drafted recently at the parlays in New York and filed a demand for renegotiation with the producers. Protest was made by International Photographers Local 659. In case the producers refuse to renegotiate, the union will take its battle to the War Labor Board.

### FELIX DUALS ON 'I. Q.'

Hollywood, May 16. Felix Feist drew the double check of producer-director on the forthcoming filmical, "Miss I.Q." at Universal. Gloria Jean starlet will be screened by Val Burton.

### Selznick's Attys. Score

#### Point in 250G N. Y. Suit

Attorneys for David O. Selznick, Ernest L. Scanlon, Raymond A. Klune and Daniel T. O'Shea, defendants in a \$250,000 damage action for alleged breach of contract, brought by the Astra Pictures, Inc., were granted first crack at the examination of two officers of the Corporation and their attorney Gustave J. Jahn yesterday (Tues.) by Federal Judge John Bright in N. Y. At the same time the court granted the Astra attorney the right to examine Scanlon upon five day's notice in New York. Dates for the examinations are to be fixed by the attorneys.

Astra charges that the defendants, owners of "Garden of Allah," "Adventures of Tom Sawyer" and "Pioneer of Zenobia" breached an agreement of August, 1943, for distribution of the three films for a term of four years for the 16 mm rights, and three years for the 35 mm rights.

Scanlon denies the allegations, seeks dismissal of the suit on the ground that the civil code of California provides that contracts are invalid unless agreement is in writing, and subscribed to by parties to be charged. Also alleges that in a contract for sale of goods, buyer must actually receive part of material, otherwise contract is void.

Noted for a trial by jury was filed by the Astra attorney.

### RELEET 7 RKO DIRECTORS

Only action taken at the annual meeting of Keith-Albee-Orpheum stockholders yesterday (Tuesday) was the election of seven directors to serve in ensuing year.

Those elected were N. Peter Rathvon, Ned E. Depiet, Malcolm Kingsberg, Monroe Goldwater, Gordon E. Youngman, J. Miller Walker and A. W. Dawson.

## 20TH'S \$3,186,302 NET PROFIT, 1ST QUARTER

20th-Fox consolidated net profit, after all charges including taxes, amounted to \$3,186,302 for first quarter ending last March 25, company announced yesterday (Tuesday). This includes earnings from National Theatres and Roxy Theatre, Inc. In comparison with \$1,751,729 for corresponding quarter of 1943, when National Theatres and Roxy earnings were not included.

After deducting dividends on convertible preferred and prior preferred shares, earnings for 1944 amounted to \$1,571,004 shares of common. In first quarter a year ago, after deducting convertible preferred dividends, it amounted to \$100,000.

## U. S. Pix Future In Spain Reviewed By R. L. Graham

How American pictures still continue predominant on the screen of Spain and the vast potentialities of that country for the film business, though possibly delayed in development until after the war, was outlined yesterday (Tuesday) by Robert L. Graham, Paramount manager in Mexico, now in N. Y. after visiting Spain on a special mission for Paramount Alexander, sales supervisor of company's office in London, who aided Graham in the investigation.

Remaining there for time being, Paramount probed the situation to learn current setup, but no decision has been made on Graham's report. It's possible that he may return to Spain before going back to Mexico. U. S. screen product has played right along in Spain ever since that country's civil war ended, 75% of films shown being American. While much old product is used, Metro RKO and others have shipped in new pictures via outright sales. All pictures must be dubbed into Spanish before shown. German, French, British, Mexican and a few Italian films as well as Spanish product is playing there.

## Inside Stuff—Pictures

Quick thinking on the part of two Warner circuit managers, who averted possible panic, were reported to the homefront during the past week. At the Strand, Woburn, Mass., George Carter averted a panic Wob. fire broke out in a building next to the theatre by mounting the stage and telling kids at a morning matinee show that they were to practice a fire drill. House was emptied orally in a few minutes. In the other instance Thomas Kilcove, of the Strand, Clinton, Mass., also used his head when the lights suddenly went out. With the aid of emergency lights, he put on an impromptu stage show with high school students doing specialties, leading in community singing, etc. Audience remained intact.

Jim Lundy, Paramount exploitation representative working out of the Denver exchange, who died in N. Y. Thursday (11) (see 601), and Ed Finney, who entered the producing field with Monogram several years ago, were cast discussing plans as a producing team and sounding out distributors for release. With a couple stories in their possession, together with rights for the remaking of several pictures, Lundy and Finney planned turning out a grade "B" type of product along lines of the Bill Pine-Bill Thomas productions.

Addressing a group of churchmen and civic leaders at a testimonial dinner to Dr. Norman Vincent Peale, pastor of the Marble Collegiate Church, N. Y. Jack L. Warner, v.p. over production for Warner Bros., said, in part, that "motion pictures, like any institution which touches the lives of millions of people, must walk hand in hand with religion and those who teach it, and Hollywood not only recognizes but is practicing this principle."

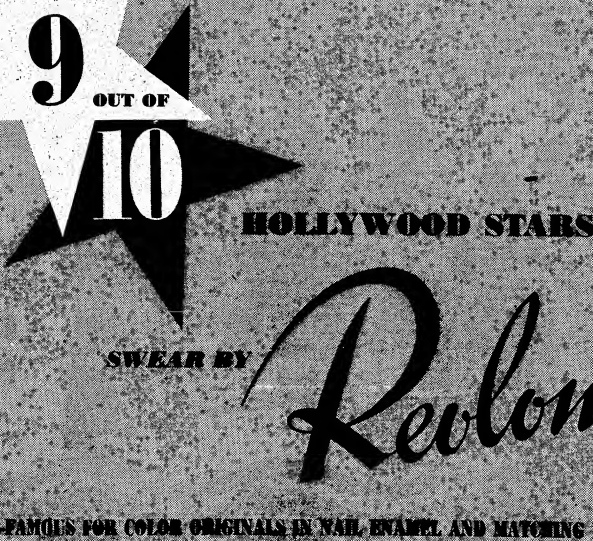
Critix in the \$613,600 suit by 20th-Fox against Jennifer Jones involves the right of David O. Selznick to approve the script. Daniel O'Shea, speaking for Selznick and Miss Jones, charges the script for "Laura" was never submitted for inspection. In rebuttal, 20th-Fox spokesmen declare the screenplay for "Song of Bernadette" was not approved by Selznick, and that William Perlberg, producer of that picture, had the sole right of approval.

Shortage of film moppets was noted by Lester Cowan, who wanted a youngster for his picture and got less than 300 responses, about half the candidates that would have appeared in normal times. Fully 75% of the youthful thespians were accompanied by their agents instead of their mothers. Answer is that so many mothers are working on war jobs that they haven't time to promote the film careers of their offspring.

Paul Henreid, under contract to Warner Bros., has given the company an idea so far as transmission of material to Europe is concerned, with result WB is now sending editorial material to foreign publications in the form of stills via microfilm. Company got idea from Henreid, who for months, has been sending photographic stuff in this manner to his cousin, Karl Henreid, who handles Warner publicity abroad for the actor.

Dave Selznick didn't like the score composed by Alexandre Tansman for "Since You Went Away." So another composer will be called in to make the music more American. Selznick concedes that the Tansman music is fine, but wants something more in keeping with the American background.

Correction please: In "Variety" of Feb. 23, the Leicester Square cinema, London, was listed as a Gaumont-British theatre. The management states it is an independent house, and the chairman of the corporation is J. Arthur Rank.



**OUT OF**

**HOLLYWOOD STARS**

**SWEAR BY**

**Revlon**

**WORLD-FAMOUS FOR COLOR ORIGINALS IN NAIL ENAMEL AND MATCHING LIPSTICK**



# How to Make Money with Pictures



Take this pen being held out to you . . . by our favorite pin-up boy . . . sign up your John Henry . . . and let the Prize Baby start directing traffic to your theatre . . . that's your elementary lesson in the fine science of show-selling . . . and that's all there is . . . You are now a graduate . . . and you've found out how to go all out . . . to get 'em all in . . . in an endless chain of seat-selling . . . You sell today's show on the outside . . . (posters, heralds, etc.) . . . so that you can sell tomorrow's show on the inside . . . (trailers, lobby displays, etc.) . . . How can you go wrong? . . . You've got 'em coming and going . . . Hurry! . . . Look at those people going by . . . Hurry!

The image shows a young boy, John Henry, from the chest up. He is holding a pen in his right hand and several forms from the National Screen Service Corporation in his left. The forms include a 'PLEASE PRINT' form, a 'CONTRACT FOR TRAILERS', and a 'SERVICE CONTRACT'. The forms contain the company name 'NATIONAL SCREEN SERVICE CORPORATION', address '630 THIRD AVENUE, NEW YORK, N. Y.', and other details like 'NAME OF THEATRE' and 'NAME OF BOOKER'. The boy is looking down at the forms with a focused expression.

**NATIONAL Screen SERVICE**  
PRIZE BABY OF THE INDUSTRY

STANDARD ACCESSORIES • TRAILERS • SPECIAL ACCESSORIES













*big words*



**SHOCKING**

**"IN  
The Hitler**

**"A SOCK**

and

**A WALLOP**

says Louis



"Filled with seething

**EX**



FIRST WEEK-DAY AT 1250-SEAT N. Y. GLOBE  
TOPPED ALL BUT 3 OF NEW YORK'S BIGGEST  
FIRST-RUN HOUSES!

*Para*



"as a shot in the dark" says Walter Winchell



achievement...thoroughly engrossing" says Alton Cook

IMMENSE

"A BLITZ"

says Jim O'Connor, Jour. - Amer.

Gang

Sobol

EXCITEMENT

says World-Telegram

*big hit*



*mount's*

GREAT NEW SENSATION • B. G. DESYLVA  
Executive Producer • Directed by JOHN FARROW  
Written by Frances Goodrich and Albert Hackett

A Letter of Thanks to

# FRED ALLEN

America's Most Creative Wit

From

## "FALSTAFF OPENSHAW"

Dear Fred:

I want everyone in our industry to know what a swell guy you are and how deeply grateful I am for the many kindnesses you have shown me.

THANKS for coining the name FALSTAFF OPENSHAW for my character on your program.

THANKS for doing what no other star in our profession has ever done—giving me carte blanche to do what I would with Falstaff Openshaw, after it had become nationally popularized on your program.

THANKS for your most constructive help in the formation of my own program for FALSTAFF BEER.

You're the best boss a guy ever had, and one of the finest humans with whom I have ever been associated.

Most gratefully yours,

*Alan Reed*

To bring rhymed merriment and good cheer  
Falstaff's on the Blue for FALSTAFF BEER  
Also to help sell TEXACO by the gallon,  
Falstaff remains by the side of FRED ALLEN

★  
The Falstaff Show  
On the Blue Network—Three Times Weekly  
Wherever  
**FALSTAFF BEER**  
Is Sold  
★

Agency: Duncker, Fitzgerald and Sample, Chicago, Ill.

★  
An Acknowledgment to Charles Hatchkiss for His Collaboration in Making the Falstaff Show a Reality  
Thanks to Don Johnson for providing me with excellent scripts

### Legion of Decency May Stymie Radio Co-op On Venereal Disease Fight

Washington, May 16.

Radio may swing into the Government's nationwide fight against venereal disease—and incidentally into a private fight with the Catholic Legion of Decency.

KFI is doing a weekly dramatic program on the subject entitled "The Unseen Enemy," and it is expected that the Advisory Committee on Public Education for the Prevention of Venereal Diseases (of the U. S. Public Health Service), will follow the suggestion recently made to it by Willard Dool, asst. to the president of NAB.

Dool explained it was hardly a matter to be handled through networks and recommended that the local station operators must be sold on that type of program if the job is to be done over the air.

Many stations may be willing to tackle the job, provided they do not run into the type of trouble that Walter Wanger found. Wanger produced the picture "Silent Enemy," on venereal disease, for public commercial screening. Although the subject was carefully and soberly handled and the film contained a preface by Dr. Thomas Francis, head of the U. S. Public Health Service, Legion of Decency protested, contending this was not a fit subject to go into entertainment houses.

Paran acted on the protest and spiked the pic for commercial use. He plans to have it slightly changed and issued in 16 mm. for specialized audiences.

### 'Action on Seven Seas' In WNEW Teeoff 22d

"Action on the Seven Seas," variety show with a recruiting message, will start on WNEW, N. Y., Monday (22) from the Merchant Marine base, Sheepshead Bay, Brooklyn, in the 8-9:30 p. m. niche. Stanza, once-weekly, will teeoff on "Merchant Marine Day," and will include an arch conspiracy of personnel at the base under the leadership of Phil Lang, former Morton Gould singer, and others. See charts will also be heard.

Recordings of the programs will be made and distributed to other stations throughout the country in an intensive effort by the Merchant Marine to bolster its enlistment drive.

### Radio As School Education Aid Gets Brushoff in N. J., Council Declares

Failure to realize the importance of radio as a means of education, or to take advantage of it, crops up in a survey made by the Radio Council of New Jersey of junior and senior high schools in that state. Out of a state total of 273 schools, 254 returned questionnaires.

Listening to radio programs was not a part of class activity for 113 schools. And 159 schools did not have any extra-curricular activity indicating that most secondary schools weren't interested in the educational value of such things as the Metropolitan Opera, New York Philharmonic Symphony, "America's Town Meeting," "Invitation to Learning," and "Human Adventure." Although the Council believes that pupils on leaving school will listen to the radio more than they'll do anything else except work and sleep, only 33 schools reported having radio clubs.

In 190 school buildings there were no built-in public address systems; 113 buildings had no portable systems. Only 134 schools had stationary radios, and only 127 had portable radios. Two hundred schools

had portable record-playing equipment; 168 had non-portable machines.

Jersey pupils have participated in radio programs, actually on the air, or in mock broadcasts within school, the Council learned, but not many teachers have been trained specifically to handle radio or programs. School principals were optimistic about the future of radio, and expected schools to enter on an expanded program in this field as soon as civilian radio equipment is again available.

But unless teachers know radio and how to use it as an educational device, the Council concludes the picture won't become brighter in the near future.



Of the nation's 3,000 counties, Worcester County, the WTAG Market, stands 12th in total egg production. WTAG is a BIG station inside of a BIG market.

**WTAG**  
WORCESTER

Overseas for USO Since Jan. 43—Now Touring British Isles



### TOMMY DORSEY LIKELY FITCH REPLACEMENT

Tommy Dorsey's orchestra looks like the strongest candidate for the Fitch program (NBC, Sundays, 7:30 p.m.) for the summer. Nothing is definitely set, yet, but the situation will be cleared by the end of the week.

Dorsey is currently in Chicago, at the Sherman hotel, and MCA there is handling the negotiations for the Fitch substitute.

### Heyman's Switch To West Coast for Shenley

Sander Heyman, advertising exec for Shenley Import radio projects, transfers from the N. Y. office, June 1, to take up similar duties for the outfit on the West Coast. Heyman will handle the radio plug-in for Shenley products with the exception of Roma wines.

Shift sees Bill Guyer named advertising mgr. for the import corp. and taking over Heyman's N. Y. functions.

**POST CARD**  
THIS SIDE IS FOR THE ADDRESS

PLACE  
STAMP  
HERE

Dear Jim:  
Just dashing through town.  
Looks like New York's got a  
few of the best news buys in  
the country.  
WR, for instance, offered  
me three high-rated blockbus-  
ters - the 10:00 AM, 11:00 AM  
and 2:30 PM periods.  
Better get your hands on  
one or more.  
Shift sees Bill Guyer named  
advertising mgr. for the import corp.  
and taking over Heyman's N. Y.  
functions.  
Call a fellow named Gene  
Thomas for facts, prices, etc.  
The number's RE 6-8600.

Mr. James Downey  
Rugg-Outer Advt'g  
426 Madison Ave.  
N. Y. C.

*Tom*



# CONTROL CAT OUT OF BBC BAG

## HANKEY'S GROUP MULLS AD POLICY

London, May 9. For the first time in BBC's 21 years of existence an official Government announcement admits "possibility of BBC switching over to sponsored programs post-war. So, at one stroke, all the repeated denial of BBC officials are swept aside—and a landmark of irrefutable consequences has been stated.

Understandably enough—because of Second Front suspense—everybody here seems to have overlooked the full significance of the announcement. Its validity cannot be questioned. It comes direct from the Government committee under Lord Hankey which is now considering whether the BBC charter should be renewed when it expires in 1946. And it invites consideration is being given to the question "whether advertising programs should be introduced" in the post-war period.

Only those in close contact with BBC big shots can appreciate what a bombshell this has. Broadcasting House. A bare six months ago anybody so rash as to predict such a revolutionary development would have been eligible for psychiatric treatment. For the Government even to "consider" sponsored programs seemed as wildly improbable as paid advertisements in Hansard (British equivalent of the Congressional Record). Not so long ago BBC officials expressed horror at the thought of any of the big American networks paying cash for re-broadcasting their programs.

### Cued to Subsidy Slash

For the time being it must remain a matter for conjecture—how closely related the Government announcement and W. J. Haley's promotion to the Director-Generalship of the BBC may be. Two facts, however, would seem to underline the true significance of the otherwise unrelated brace of events. First is the recent cut of the BBC's Governmental subsidy from \$50,000,000 to \$45,000,000 for the current year's operating expenses. Second is the fact of Haley's background as a newspaper publisher. As Managing Director of the Manchester Guardian he had plenty of practical experience of the vital part advertising plays in making the wheels go round in any newspaper plant.

What advice, if any, he has given the Lord Hankey committee is his, and their secret. But there is no discounting the fact of Haley being the first business man to hold down the chief job in the BBC. None of his predecessors had his qualifications, nor could they have been expected to realize how interdependent quality of editorial matter, business of circulation, and richness of advertising revenue are.

Newsweek's New Radio Editor, Elizabeth Searcuff, is new radio editor of Newsweek. She came over from Time and P.M.  
Weekly's radio dept. for a time was editor-in-charge.

## KOA, Denver, Airing New G.I. Jobs Series

Denver, May 16. KOA, Denver, is sponsoring discussion program dealing with problem of finding jobs for returning vets post-war Saturdays at 6:45 p.m. Denver time. Panels bring together servicemen, educators, business men and government officials to thresh out problem and seek blueprint for action aimed at finding jobs for "mustered-out" G.I.'s.

Series is a Rocky Mountain Radio Council production sponsored by the Col. Council of Defense and other civic organizations.

## 'LIFE OF RILEY' ON 52 WEEKS BASIS

Chicago, May 16. "Life of Riley" will continue through the summer and be aired on a 52-week basis. It was decided last week by the American Meat Institute. Move is designed to build up show during months when other sponsors are using summer resubmitments and aims to gather new listeners.

Plan is to give William Bendix, star of the show, a two-week vacation and write the script around him during his absence. Frank Ferrin, radio director of the Lee Burnett agency, will leave for Hollywood next week to work out details.

## Boston Blackie In As 'Amos 'n' Andy' Sub

Hollywood, May 16. With Chester Morris in the title spot, "Boston Blackie" goes on the air for 13 weeks as a replacement for "Amos 'n' Andy" during the summer. Show is packaged by the Frederick Ziv office, and other members of the cast will be AFTRA actors.

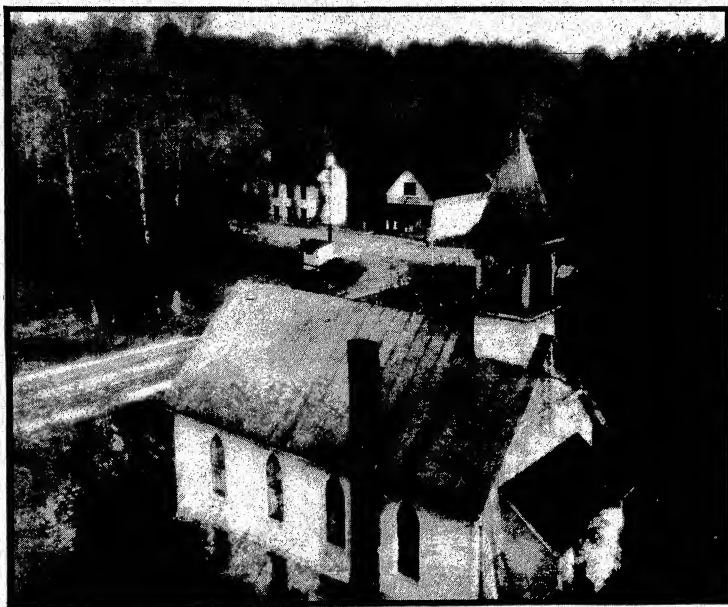
Ruthraff and Ryan agency, producer of film shows, is still seeking a summer replacement for Bob Burns.

Philadelphia.—Robert Hecker, former foreign correspondent and lecturer, has been added to the new staff of KYW.

## 'TUGBOAT ANNIE' TO MAKE DEBUT ON AIR

Blue web currently seeking suitable nighttime, half-hour spot for new dramatic stanza based on Norman Kelly Raine's "Tugboat Annie" stories. Program is slated to go on the web once-weekly within the next month on a sustaining basis as a showcase for prospective sponsors.

Norman Winters, who owns the radio rights to "Annie," will produce and also did the adaptation of the initial script which saving the deal with network execs. Grace Valentine, radio actress, will play "Annie" with Craig McDonald and Alan Davis also in cast.



## FOSTER, OHIO... Fragment of AMERICA

That Fragment of America down there

Is Foster. Some Folks, though, recall it best As Foster's Crossing; how that name revives Familiar scenes and sounds of years ago!

The Hoppe's Island outings every week,  
With Basket lunches spread on shaded grass;  
The inlet, arched with trees, where children splashed  
In knee-deep water, while their elders dared  
The current of the stream; the old iron bridge;  
The mill; its droning falls; the summer camp;  
The little boats adrift at calm of dawn

On quiet waters where the bass abound;  
The white frame church, its steeple skyward aimed,  
A pointing hand, directing men to God.

How small this fragment seems! What is its worth?  
No thriving market here, where needs are few;  
Yet, here folks live, and work, and play, and love,  
And wed, and rear their young—for this is home.

No—FOSTER may not mean an awful lot  
To anyone at all... except, of course,  
To folks who call it home, and always will,  
And folks they welcome in their homes—like us.

# WLW

The Nation's Most Merchandise-able Station

Division of THE CROSBY CORPORATION

**WDRB**  
CONNECTICUT'S PREMIER BROADCASTER

**\$7.595  
PER FAMILY!**

That's the 1943 Effective Buying Index in Hartford, as just published in Sales Management's Survey of Buying Power. Write WDRB, Hartford, Conn., for new brochure giving complete details.

USE WDRB TO  
CONNECT IN  
CONNECTICUT

## From the Production Centres

### IN NEW YORK CITY

Bill Slater, WINS baseball play-by-play, addresses employees of the Walter Kilde Co. N. Y. tonight 11-17 at their Montreal country club annual dinner... Walt Fragner, pen man and assistant production chief on the Blue daytime, "Let's Scat!" went off the show last week. Conroy Lee Sullivan also left. Fragner continues with production staff of Milton Berle's "Let Yourself Go".... Morton Downey's Friday afternoon show session for Coca-Cola on the Blue has been moved into larger studio with audience....

Following on basis of announcement that William J. Thomas, Jr., manager of the radio publicity Bureau of Victor & Ruben, is resigning effective June 1, Michael Bosca also is checking out of the same V & R dept. Latter has been with the agency since last October.... Larry Pugh, CBS talent scout, leaves May 25 for trip to Coast on web talent quest.... Bruno Shaw, commentator on WJZ Saturday and Sunday nights at 11:05, also leaves on WJZ from 7:25 to 7:45 p.m. Mondays. Wednesdays and Tuesdays and Thursday nights.... Mary Martha Briggs, soprano, back for fourth guest on "Broadway Melodine" (CBS) Friday 119.... Hugh Comerford replaced Bernard Dudley as announcer for CBS' "Amanda of Honey-moon Hill".... Howard Glazer, not announced for NBC's "American Album of Familiar Music" and "Waltz Time" and for CBS's "American Melody Hour" has just completed one of his most successful one-man shows at the "Nocturne Gallery".... Announcer Putnam back to his regular stint on "Lorenzo Jones" after two-week Florida rest.... Mark Goodson doubling as producer-editor of new Blue serial, "Appointment With Life".... Goodson continues as announcer for NBC's "Front Page Farrell"....

Eddie Dowling not bowing out of final chapters of "Wide Horizons" Mutual web Sunday afternoon show, but will be played in from N. Y. while rest of program, piloted by Casey Jones, will be aired from West Coast.... Norman Shigel, Cleveland Press-columnist, in-tow-to collect material-for series of articles on television....

Joseph L. Brechtman, former chief script writer and information specialist in radio branch of Bureau of Public Relations, War Dept., commissioned a 2d tilt in the Army Air Forces last week.... Irwin Elliott, formerly announcer at WJLB, Baltimore, takes over as emcee on the Blue "Kelly's Courthouse" session, Thursdays, replacing Fred Ullall.... Warren Gers, who has been in the Blue publicity department for over 10 years, leaves to join Young & Rubicam in latter's Coast Bank dept.... David Kernan, radio actor, has joined cast of the Broadway legging, "Pickup Girl".... Henry Stampelman, formerly with Warwick & Legler, joins the Victor M. Ratner Co. this week....

### IN CHICAGO

Caspar Pettillo, WBBM music director, has written a new song, "Thankful".... John R. Livingston, has joined the William C. Rameau Co., station reps. Livingston was formerly on sales staff of WJLB, Racine, Wis.... R. E. Jeffers, Director of Public Relations for Russell M. Seeds, left for West Coast last week to handle the overseas cigaret plan for Brown & Williamson Tobacco....

Ray Dedy, WGN and Mutual news commentator, celebrated his 11th and of continuous newscasting last week.... Benedict Gimbel, owner of WIP, Philadelphia, threw a luncheon at the Ambassador East for 50 radio and advertising execs during his visit here last week.... Grace Matheson, formerly in the New York NBC Program Development Dept., has been named to succeed Ruth Miller as assistant manager of the NBC Chicago recording division.... Dave Miller, WGN statistician, is back at work after

a three months' absence due to illness.... Jack Paige, WNAH promotion manager, scheduled as chief speaker South Dakota Federation of Women's Clubs, late in May.... Judith Waller, director of public service for the NBC Central Division, and Bill Depp, director of agriculture, Central Division, in New York to participate in birthday celebration for Dr. James Rowland Angell....

WJAG has extended its signoff time to 2 a.m. in preparation for invasion.... Alvin Grey, radio producer in Navy last month, is now stationed at Great Lakes.... The Bill Holtschke has adopted a month old boy from St. Vincent's Orphanage.... Gertrude Schaefer, commentator, switches from WIND to WCFM May 15.... Bob Breckley, radio publisher and head of the National Broadcasting Film Corp., has just formed a Radio Arts Junior Playhouse designed to give radio writers a chance in radio and television.... Ralph S. Davis, NBC Chicago recording supervisor, is back on job, business....

E. S. Millerendorf, manager WLOL, Miss. sends heads for conference with the Altona brothers.... Walter Tarnas, publisher of the Omat Secor, in New York next week for three-weeks business trip.... Dorothy Turner, formerly with WGN press department, now with Hicks public relations office.... Walter McLaughlin, director of North American Service of the Blue is now-departing Corp. again a couple of days with manager Newton of the local office of BGC.... George M. Weber has joined the North Central Broadcasting System.... Paul McGinnis, sales manager of the NBC Corp. of Division, and Roy Shide, national director of the Central Division in C. O., last week for the 15th and 16th celebration of Union Pacific.... Duo "ner" will do war bond broadcast from Chicago June 21.... Alvin Durin, of CPS, leaves next week for a position in Latin America....

### IN HOLLYWOOD

Ben Herdforth mirrored cast for "Song Is Born" or originating "Dr. Christian" and to look over the shows.... "Six Is Born" goes into its second cycle on NBC on a renewal of Langford Bakeries.... Perry Botkin, for many years, early accompanist for Bing Crosby, makes his debut as a Union Square on Goodyear's new "Musical Roundup" series.... Jimmie Fidler, hospitalized for glandular infection, with Truman Bradley reading the gist by the Fidler legmen.... Jack Benny is 8:30 p.m. recorded repeat on Don Lee chain topped his first NBC broadcast at 4:30 by a fraction of a point on the Coast-Hopalong.... John Edwards will do his announcing career from KFI-MECA instead of as heretofore from KFWB.... Don Norman down from Frisco to take over spot sales at NBC as Fred Selzer, who goes into the navy as lieutenant 1st.... KXN lost one of its ace newscasters, Bob Greene, to the Army.... Bill Spiker continued crowd Orson Welles and "Doonesbury's" Brain into one broadcast as he's doing the best best thing—making it a double-header, the first "to be continued" in the "Suspense" series.... United Air Lines dropped off CBS after 26 weeks of "In Time to Come".... Walter Craig of Benton & Bowles, put the Maxwell summer show on wax with the following participants: Cass Daley, Charles Ruggles, Diana Lynn, Keenan Wynn, Carlos Romeros and Carmen Dragon's orchestra. Show is scheduled for 13 weeks on CBS while Frank Morgan and Fanny Brice take a sista.... Frances Seydl on price might well be called the housewife's friend. She really lets the knee gougers have it and counts up ridiculously high prices charged for certain articles on the shopping list.... Metro's five-minute spot campaign around the country is assuring grand proportions. C. P. MacGregor is flipping them out like pancakes....

Russell, Shouse Huddle, Cincinnati, May 16, Frank M. Russell, v.p. of NBC in charge of its Washington office, had dinner here last week with James D. Shouse, general manager of Crosley's station.... Winslow-Salem—WSJS this month celebrates its 14th anniversary.... It started as a 100-watt, now broadcasts on 5,000 watts and has moved from the top of a newspaper building to its own 53-acre site near the city....

## Mutual Biggies Huddle in Chi

Chicago, May 16.

Mutual is planning to expand the sustaining program plan.... The network, with many of the new shows being specifically designed for commercial attention, Miller, McClinton, president of the board, said following a meeting of the board of directors, shareholders and executive committee of reorganization at the Drake Hotel last week. Some of the new programs will be put on the air shortly, McClinton said, and additional shows are being contemplated for future testing....

Also outlined were network plans for invasion coverage with 24-hour operation of the entire organization's news and special events facilities, reports from correspondents and top-rank commentators, etc....

At the meeting, Alfred J. McCook, WOR, N. Y., was elected chairman of the board, W. E. MacFarlane, WGN, Chi, chairman of the executive committee, Miller McClinton, pres. T. C. Streibert, WOR, and Lewis Allan Weiss, Don Lee network, Hollywood, exec. vicepres., J. E. Campano, KIDL, Detroit, vice. E. M. Antrim, WGN, exec. sec. and treat, and J. E. Waller, controller....

Board of directors includes Andrew J. Barmore, Jr., WFRB, Baltimore; Willet H. Brown, Don Lee; H. K. Carpenter, WJLB, Cleveland; Leonard Kanner, WOP, Pittsburgh; Macfarlane, McClinton, McCook; John Shepard III, Yankee Network, Boston; Streibert and Weiss. The executive committee, elected by the board of directors, includes Carpenter, Macfarlane, McClinton, Shepard, Streibert and Weiss....

### Joan Dangelier to CBC

Ottawa, May 16.

Joan Dangelier appointed to production staff, Canadian Broadcasting Corp., talks and public affairs dept., after a year with OWI in New York. Miss Dangelier assigned to produce talks for CBC's English web out of Montreal. With OWI she handled French DX....

\*\*\*\*\*

## N\*C\*A\*C OFFERS FOR SPONSORSHIP

From battlefields, from posts, billets and camps throughout

the world, war veterans by the thousands are returning to civilian life. In their ranks will

be found men and women with a wealth of talent to display.

Around them NCAC has built a swift-moving variety show

with a unique "pay off" idea.

THE SPONSOR MATCHING

THE DUCHARNOIS PAID BY THE U. S. GOVERNMENT

Every selected returning veteran will be considered

will be given an opportunity to

participate in BONUS PARADE

Edwin Arthur says he has found more talent among the fighting men in the South Pacific than he has seen in any other place.

NCAC says BONUS PARADE is an opportunity for the program-wise sponsor to provide the returning veteran his chance.

ADDRESS YOUR INQUIRIES TO POPULAR DIVISION—

NATIONAL CONCERT AND ARTISTS CORPORATION

DANIEL S. TOTHILL, VICE-PRESIDENT AND DIRECTOR

711 FIFTH AVENUE, NEW YORK 22, N. Y. Plaza 3-0820

\*\*\*\*\*

## America's Most Imitated Radio Program



## Sets ANOTHER Record 1,250,000 Paid Attendance!

One and a quarter million people have paid to see America's oldest, continuous . . . and most imitated . . . radio feature since the WLS National Barn Dance moved into the Eighth Street Theater in March, 1932. (The Barn Dance itself is 20 years old.) On Saturday, May 6, visitor Number 1,250,000 paid his 85c for a ticket to this granddaddy of all barn dances. It's still, after 20 years, furnishing SRO entertainment units for theaters, fairs and like events; most of the entertainers have been featured in motion pictures, and in September, Paramount will release a full-length feature picture based on the WLS National Barn Dance and starring most of its regular talent.

But to get back to this 1,250,000 paid attendance! it is definite evidence of the good will Chicagoans and the people of Midwest America have for WLS, a good will that extends also to other programs on the station and to the advertisers who sponsor them. If you want other proof . . . proof of results for advertisers . . . ask any John Blair man.

### Theaters! Fairs!

Pack your houses! Feature personalities from this nationally famous radio program. Single acts, complete National Barn Dance units—they're playing to packed houses throughout the nation. For open dates and acts available, write, wire or call George Ferguson or Earl Kurtz, WLS Artists Bureau, Chicago.

REPRESENTED BY  
JOHN BLAIR & COMPANY



690 KILOCYCLES  
50,000 WATTS  
BLUE NETWORK

THE  
PRAIRIE  
FARMER  
STATION  
Presided by George  
Ferguson  
Chicago Barn  
Dance  
Manager

AFFILIATED WITH KOY, PHOENIX, AND THE ARIZONA NETWORK—KOY, PHOENIX • KTUC TUCSON • KSNB BISMARCK-LOWELL

## Compromise on Arg. Radio Control By State Urged to Forestall Boycott

Montevideo, May 16. Argentine broadcasters, fearful of the increasingly strong measures being taken by the Buenos Aires military regime, are currently trying to convince officials that some compromise on the question of state control of broadcasting is not only desirable, but necessary, lest dialers boycott local stations entirely.

Citing the already sharp drop in listener interest since the military stronghold cut off or limited comical, radio-theatre, quiz programs, listener participation and serials, broadcasters have gone to Major Juan C. Poggi, sub-secretary of press and information of Argentina's Ministry of the Interior, trying to work

out some kind of deal that would allow them to function as normal commercial outlets.

Pointing out that Argentina broadcasting is second only to the U. S. in the world commercial ether setup, broadcasters suggest that they should return to the old method of operating on their own responsibility and that some kind of local government body (like the FCC in the States) should be developed to apply sanctions against non-conformers.

Essentially, however, Poggi, who currently holds a strong checkrein on all broadcasting, insists that what is wanted is an Argentine radio system entirely and exclusively Argentine, with Argentine directors, managers, musicians, programs, authors and nothing foreign—especially any Yankee.

Since the U. S. and British advertisers supply more than 60% of the coin to the three major stations, the question remains as to whether the time buyers must also be Argentine? Poggi has especially attacked the small stations, pointing out that they were rendering no service to the state; nor had they paid anything in return for their licenses.

Spartanico, S. C.—William L. Smith, Jr., has been made commercial manager of "WSPA-WORD" Smith, recently released from the Army, previously had been with WAYS, Charlotte, N. C.

## Draft Uncertainty Cost Edwards 14Gs

Uncertainty on the part of the Army as to whether they wanted Ralph Edwards cost the "Truth or Consequences" pilot \$14,000. It's understood. That's the figure for what he settled with Harry von Zell when latter was released from contract under which he was to have succeeded Edwards on the show.

Arrangement was entirely amicable and von Zell is being kept under option for the spot should a selective service procedure shift again and call Edwards into service. Condition of contract, understood, covered additional traveling expenses, etc.

## Improved 'Story Goes' Auditioned by Nick's

Chicago, May 16. Nick's is ogling a new half-hour network show put together by Johnny Neblett, radio producer, who related to New York last week to audition it for company execs. Format uses a raga-to-riches theme and combines Neblett's "So the Story Goes" with a name band and guest star.

Cumnick that interest prospective sponsor is fact that it is a show like the "Story Goes," with a change of organ accompaniment, can develop such a high rating locally, same as the "Story Goes," because music and top guest stars might be surefire formula.

## And Still They Come—

New audience participation and a new show, "Catch as Catch Can," brainchild of Lee Seigel, Texas radio idea-man currently in N. Y., is being readied by the Blue for a one-week half-hour spot.

Format calls for selection of audience participants while program is on air. Five m.c.'s will be used, with Wynne Elliott, formerly of Baltimore and slated for a buildup by the web in N. Y., being central m.c. and handling stage from stage.

## N. Y. to Supersede

Continued from page 21

conclude, should be concerned primarily with the social impact of radio, not only in terms of education, but as it relates to politics, labor, race, religion, etc. Secondly, they argue, it should give equal prominence to program techniques, a phase which they contend, was given a brushoff at the Columbus meet. While deploring the fact that the Columbus Institute sponsors are failing to fully exploit "the golden opportunity" that exists, particularly in view of the fine engineering and physical setup at Ohio State, they see the need for enterprising broadcasters to inject a policy of vigor and do something aimed at radio's solution of vital issues and problems.

Advocates of a new institute favor formation of a guiding committee, rather than a state of affairs, with educator representation from a number of universities. Likewise, they feel it is not the job of the National Assn. of Broadcasters to spearhead such an undertaking, since the NAB is not considered the likely organization for such a move as traditionally it has taken little interest in programs as such.

Also cited is the need for an adequate financing arrangement, the critics of the Ohio confab maintaining that, despite the Rockefeller endorsement which the Ohio Institute enjoyed for years, it has nevertheless been more or less of a showpiece operation, supported in recent years by registration fees and miscellaneous funds.

## BERNARD HEADS H'WOOD RADIO DIRECTORS GUILD

Hollywood, May 16. Radio Directors Guild now has a Hollywood chapter, formed last week at a meeting of 90 members. Constitution of the New York body was ratified and drive to bring other 75 directors into the fold is already under way.

President of the Hollywood chapter is Don Bernard, Coast radio head of the William Eddy agency and producer of "Blondie." Other officers are: Paul Franklin, president, Freebairn-Smith, secretary; John Gaudel, treasurer, and Antony Blomfield, chairman of the membership committee. On the executive committee are Cal Kuhl, Bill Lawrence and Fred Muckway, with Murray Bolen, Bill Spier and Arch Oboler serving as alternates.

## Condon's Hot Group As Blue Sustainer

The Blue network has spotted Eddie Condon's hot jazz group as a Saturday afternoon (3:30-4 P.M.) sustainer starting this week. Informal musical session with band from Nick's Greenwich Village, N. Y. restaurant, plus outstanding instrumental soloists and thru Liza Morrow, will be aired from 1000 Hall, 4th St. N. Y., before an audience.

Understood sustainer goes in on a firm 13-week basis with Blue signing up Town Hall as "studio" for the show. Programs will be recorded by group of Inter-American affairs for rebroadcast to Latin America.

## OWI Wants Air Talent For Overseas Branch

Radio production personnel, foreign language writers, announcers, translators and editors are being sought by the Outpost Service Bureau of the Office of War Information for psychological warfare overseas. Applicants must be bilingual and have complete command of one western European language.

Those interested are asked to apply in person or write to the radio recruiting desk, Room 402, Post Building, 250 W. 57th St. N. Y.

## CBS's Radio Teaser

Ottawa, May 16. Lot of Canada radio listeners were pretty sore when the Canadian Broadcasting Corp. pulled a minor Orson Welles on them Wed. (10). With invasion teasing and nervous tension high, CBC aired a teaser that read, "The CBC wishes to announce that it will broadcast an address of special interest to Canadian listeners coast-to-coast at 8:35 (EDT) tomorrow morning." The address turned out to be Prime Minister King's to British Parliament.

Added apoplexy was sown by fan memories of days before Italian surrender when CBC aired similar teasers to messages from Radio Algiers and BBC on the white-slugging in Italy.



AVAILABLE

TO A SPONSOR WHO HAS A PRODUCT FOR YOUNG AND GROWN UP KIDDIES

A HIGH T. C. SUNDAY MORNING CROSSLEY... RADIO'S MOST NOVEL TESTED AND PROVEN SHOW

THE DRAMATIZED FUNNIES HAL GERARD AND GE PEARSON

UNCLE GE AND AUNT GE BRING TO LIFE YOUR FAVORITE FUNNY PAPER CHARACTERS IN A HILARIOUS ADVENTUROUS EXCITING ADAPTATION OF THE CURRENT COMIC STRIPS ENHANCED WITH UNIQUE SOUND EFFECTS AND MUSIC COMBINED INTO A WELL ROUNDED HALF HOUR OF SOLID ENTERTAINMENT.

WM. MORRIS AGENCY NOW SPONSORED IN HOLLYWOOD BY THE L.A. EXAMINER

TO DALL PASH

TO DALL PASH

TO DALL PASH

TO DALL PASH

TO DALL PASH

TO DALL PASH

TO DALL PASH

TO DALL PASH

TO DALL PASH

TO DALL PASH

**D'ARTEGA**  
AND HIS  
ALL GRL ORCHESTRA  
HOLD OVER AND WEEK  
EARLE THEATRE  
WASH. D. C. MAY 19

Personal Management  
ERNEST LIEBMAN  
1440 Broadway, New York  
Director, William Morris Agency

*It has* **May 28th**

**WOLFE**

**MOVES TO**

**1220**

**A BETTER SPOT ON THE DIAL**

**A BIGGER AUDIENCE**

**A BETTER BUY THAN EVER**

**\* BASIC STATION... COLUMBIA BROADCASTING SYSTEM**

**G. A. Richards, Pres., John F. Pott, Vice Pres. & Gen. Mgr.**

**Edward Peirce & Co., National Representative**

**WOLFE**

**THE VOICE OF TROPICAL AMERICA**

**CBS AFFILIATE**

**REPRESENTED BY JOHN BLAIR & CO.**

**"Wow! The boss said he didn't care who filled that second base vacancy as long as they ate their Wheaties."**

Muscle maiden or glum gal? Wheaties woman is apt to Get Around. And why not? She gets up, eat-em, nourishment daily—including milk, fruit and Wheaties. "Breakfast of Champions." Yes, Wheaties are flakes of honest-to-gosh whole wheat. And second helping good!



## Moody Bible Institute's WMBI Gives Chi Unique Religious Service

Chicago, May 16. Unique in the field of religious broadcasting, and one of the potent forces of its kind—in the Midwest, is WMBI, 5,000-watt station operated by the Moody Bible Institute, considered the world's largest interdenominational training school. On the air since July 1926, the station operates from sunrise to sunset with a variety of programs, 90% of which are wholly religious. In addition it broadcasts classical music, newscasts and government, civic and agricultural programs. Although it possesses a license to broadcast on a clear channel wave length of 1170 kilocycles, on which WFT, Charlotte, N. C., is the dominant station, it has never sold time. Since its earliest days, WMBI has avoided frantic appeals for money and sometimes weeks go by without any mention of its financial needs.

Listeners range from city apartment dwellers to residents of small towns and rural areas over a radius of 200 miles and fan letters come in enormous quantities. Considering the fact that the station has only one message, the gospel, there is real variety in WMBI's programming, under the direction of Wendell P. Loveless, program director. There is a profusion of gospel music; sermons by members of the staff and visiting preachers; plenty of organ, piano, novachord and choir numbers and special programs for children and teenagers. Station has even taken a tip from commercial radio by conducting a Bible quiz program along "Information Please" lines.

### CURTIN'S WMC RADIO POST

Washington, May 16. D. Thomas Curtin has been named to land radio work in the public relations branch of the War Manpower Commission. Curtin, ex-Boston and London newspaperman, produced network dramas in the early '30s. Later, he did public relations for McCann-Erickson in New York.

### No Wheeling Replacement For 'Musical Steelmakers'

Wheeling Steel Corp., which sponsors "Musical Steelmakers" Sundays on the Blue, has notified the web that it won't put on a Summer replacement airer for the 13 weeks commencing June 25. Curtin is making no attempt to protect its franchise on Sunday afternoon spot and web expects to fill it from list of waiting applicants.

Steel company is holding plans for further broadcasting in abeyance.

### RKO'S PENNSY WEB BUY TO BALLY 'GLORY'

Philadelphia, May 16. RKO, which has utilized radio for exploitation in this territory more than any other film company, has made its most extensive effort tie-up for ballyhooning the world premiere of "Days of Glory," which opens simultaneously in 50 cities in Pennsylvania on June 8.

RKO has purchased four Sunday half-hour live programs on the Pennsylvania Network, 24 outlets whose key station is WCAU.

In addition to the show, which opened Sunday 141, RKO has purchased a series of station breaks, and five and 15-minute transmissions, which have been spotted lavishly over the member stations of the Pennsy web.

### "Jemima" in June 16 Tceoff

Chicago, May 16. "Aunt Jemima" show has been set for 9:40-9:45 a.m. (EWT) full Blue network time. Bought several weeks ago by Quaker Oats Co., through Sherman K. Ellis Agency, program will originate here beginning June 16 and feature a choral group of 11 voices under direction of Harry Walsh, who also conducts "The Northerners" heard over WGN for Northern Trust Co.

### Expanded Budget For 2 Windup Philco Shows

Philco-Variety, "Radio Hall of Fame" is winding up this season with super shows. The 26th (final) broadcast of 1943-44, on May 28, will include Al Johnson, Eddie Cantor, Kate Smith and Benny Goodman plus the usual Paul Whiteman orchestra and Deems Taylor. For next Sunday's (21) show, Philco is also expanding the bankroll for a repeat of Bob Hope, who was on the inaugural show Dec. 5, last.

"Hall of Fame" goes off until Aug. 27. Whiteman's music filing in for the summer 13 weeks with Glenn Riggins emceeing plus specialists such as H. L. Jack and the Dame, as the rhythm combo, straight through; and Evelyn Knight and Irene Woods as alternating vocalists. H. L. and Miss Knight guested on the regular HOF show. Miss Woods is a Blue network sustaining newscaster.

### Higher Court Sustains Ruling on Radio Extras

Affirmation of earlier lower court ruling that a radio extra player "was an employee rather than an independent contractor" was handed down last Friday (12) by the Appellate division of the New York State Supreme Court. Decision concerned case of Jay Veile against Ted Collins, as package of the General Foods-sponsored "My Son and I" airer which was heard over CBS during 1939.

Action grew out of request by Veile for a hearing before the placement division of the State Labor Dept., which failed to credit him for earnings sufficient to constitute him eligible for benefits unless credited with earnings derived from employment by Collins. Veile's claim was upheld by the unemployment insurance appeal board after review of the original decision by a referee. This was followed by the State Dept. set up blueprint for employment relationship for all other such radio thespians.

## OWI Radio Division Making Move To Equalize 'Unfair' Advtg. Setup

### 'Lovelorn' With Laughs Gets Cost Audition

"Hedy Heartthrob," new comedy-dramatic half-hour program, giving next Sunday's (21) show, Lovelorn is being auditioned last week (11) by the Blue for a possible once weekly spot on the web.

Program features Arthur Q. Bryan and Brenda (or Brenda's) Cobina, formerly with Bob Hope. WUP originates on the Coast with Gerald Lawrence scripting.

### CHI 'BLUE FROLICS' SERIES BROKEN UP

Chicago, May 16. Signing of Don Norman to a WENR-Blue Network contract recently means dropping of the "Blue Frolics" series, which has been heard Monday through Friday 4-5 p.m. (CWT). Norman, who has successfully conducted shows using women audiences around here for some time, will start a five-times weekly show, tentatively called "Gossip, Inc." over WENR, 3-15 to 3-30 p.m. CWT, May 29, with a possible buildup as a network feature.

Boudah Carney, home economist, if being shifted from the 3-30 to 3-45 p.m. WENR spot to the 3-15 to 3-30 p.m. spot in order to make room for the new Welch show, "Time Views the News," which goes on from 3-30 to 3-45 p.m.

### 'Silver Theatre' In East for Summer?

Silver Theatre, sponsored by International Silver, may move east for five or six weeks when the program goes into its summer series starting July 2.

Operating during the hot months under a limited budget the show will switch from stars to starlets, including light and radio personalities, as well as six starlets available in N. Y.

Chicago, May 16. Current move by the OWI radio division to allow commercial sponsorship of certain types of war messages was seen as the first step toward equalizing the "unfair" advertising situation that has existed between newspapers and magazines as against radio since the beginning of the war.

Situation of many industries having appropriations for full-page ads in newspapers and magazines for war messages, while at the same time expecting radio to broadcast the same messages free, was emphasized last fall when the National Assn. of Railroads carried on their nationwide "do not travel" campaign. Since that time broadcasters and OWI officials have held a series of meetings in an effort to find a solution to the problem.

C. J. Lanphier, general manager of WEMP, Milwaukee, and OWI radio division regional advisor for Wisconsin, points out that while every radio station in the country is more than willing to donate any amount of free time to the OWI or other worthy cause, they do not want to play the sucker role.

"A case in point," said Lanphier, "was the Wisconsin pea crop, which, when ready to be harvested, needed a great amount of manpower. No provision had been made to recruit workers by either the camera or the Department of Agriculture, although they had forecast the need in their budgets for radio time, but when the chips were down they expected all-out help without compensation to the radio stations."

"The big point at issue," continued Lanphier, "is that when the pea crop was harvested the canners made their profits. They did not give the peas away and didn't even say 'Thanks' to the radio stations, who saved the day for their interests."

# More Hooper firsts than ALL other St. Louis stations combined

KMOX

57

STATION NO. 6

STATION NO. 3 10

STATION NO. 2 32

According to C. E. Hooper's latest survey (Fall-Winter, 1943-1944), KMOX reaches more people in more of the 103 weekly broadcast periods covered by his reports than all other St. Louis stations combined.

What's more, in this seven-station market, KMOX has an average audience 20% greater than that of the second-best broadcaster.

Here's the story throughout the week: 8 A.M. to 6 P.M., Monday-through-Friday: During these 40 quarter-hour periods, KMOX gets twice as many first ratings as all other stations combined.

6 P.M. to 10 P.M., Sunday-through-Saturday: KMOX again leads with first place in 24 half-hours.

12 noon to 6 P.M., Sundays: Another walkaway. KMOX captures seven half-hours... more than all the rest of its rivals combined.

(Ties are not considered as "Firsts" for any station)

What these current Hooper ratings fail to show, however, are the very good reasons why KMOX enjoys such dominant audience-preference. Constantly at work — building them — have been KMOX superiority in programming and community service, KMOX skill at planning and giving St. Louis listeners what they most want to hear.

The latest Hooper findings are renewed proof that KMOX—top choice of listeners and advertisers alike—has the irrefutable privilege of being "The Voice of St. Louis."

# KMOX

The Voice of ST. LOUIS

50,000 watts

COLUMBIA OWNED



Represented by Radio Sales,  
the SPOT Broadcasting Division of CBS



## Simpson Named Radio Director of Seeds Agency. In Chi, Bentley Joins

Chicago, May 16. Jack Simpson has been appointed radio director of the Russell M. Seeds agency, in charge of all radio activities, having resigned from the production staff of NBC here to accept the position. While at NBC Simpson did the Roy Shields & Co. airplay "World Parade" shows and produced the Hildegarde "Beat the Band" show when it originated here for several weeks.

Another addition to Seeds agency is E. G. Bentley, formerly in charge of radio and promotion for the Williamson Tobacco Corp. Bentley takes over as v.p. of Seeds with general exec duties and will serve the Niermen and Grove Laboratories accounts.

## CANADA M.P. PUTS CONNOR RAP ON CBC

Ottawa, May 16. Rev. E. G. Hanson, member of parliament from Western Canada, accused the Canadian Broadcasting Corp. of spreading communism in the Dominion. Hanson, speaking in House of Commons radio address, said from a pamphlet titled "Help" and compiled by J. Fitzgerald, pressy of group calling itself Atlantic Charter Committee of Blind River, Ont., which said the CBC was "honeycombed with Communism."

E. J. Bushnell, CBC program director, termed Fitzgerald a "fanatic" and told the Committee there was no foundation for the insinuations. Dr. Augustin Frigon, CBC acting e.m., said no discrimination would creep into CBC airings and several committee members blamed Hanson for bringing the subject up.

## Craven to Go With Gardner, Cowles, Inc.

Washington, May 16. FCC Commissioner T. A. M. Craven today (Tues.) confirmed the report he was retiring from public life at the expiration of his term, June 30, and said he was joining Gardner, Cowles, Inc., Des Moines, in a technical capacity for the midwest publishing and broadcasting outfit.

Craven, a vet of 30 years in Government service, will complete one nine-year term on the FCC next month. Previously he was chief engineer with the commission for two years.

## Earl Godwin Sponsored Series for Hastings Co.

Hastings Manufacturing Co., makers of piston rings, enters the sponsorship fold with a new season featuring Earl Godwin, which bows in July. 7. Stanzas will be heard on Friday nights, 10-10:15 p.m. on the Blue. Godwin's last chore was as newscaster on the Blue-Ford Motor "Watch the World Go By." Keeling & Co., Indianapolis, is the agency on the Hastings account.

Jerry Coleman Joins OWI  
Pittsburgh, May 16.  
Jerry D. Coleman, chief transmitter engineer, at WISR, Butler, Pa., and formerly of the KDKA staff here, has resigned to accept an appointment as field engineer with the OWI's Outpost Bureau.

want →  
Your favorite music  
Keep dial on 1430

want →  
Every few minutes  
Keep dial on 1430

want →  
Keeling Results, 14 to 3  
Keep dial on 1430

all together  
all the time on **WBYN**

## Agency Femme Tours For Owens-Illinois

To tie in his client's (Owens-Illinois) glass coffee container drive with promotion on the sponsor's "Broadway Melodrama" CBS afternoon program, J. Walter Thompson agency is sending its radio merchandising rep, Beulah Strawway, on a tour of stations.

She'll visit 17 outlets in setting up merchandising copy.

## Marty Glickman Off WHN, N. Y., to Marines

Marty Glickman, former Syracuse U. track and grid standout and for past several years sports-gobber on WHN, N. Y., has been okayed for a second looney's commission in the Marine Corps aviation division, and is awaiting call to active duty. Glickman, aidekick of Bert Lee for WHN hockey, football, baseball and other sports sessions, expects to wind up his connection with the Loey indie this week.

Station is auditioning for replacement after learning that Ted Husung, originally sought for spot, is tied up with CBS on exclusive deal.

Rosnoke Rapids, N. C. — Dick Maury is now with WBO, Philadelphia. He was formerly with WCBT there.

## Canada's \$64 Question

Ottawa, May 16.

That's the question\* CBC dumped in the lap of House of Commons radio committee when the committee expressed dissatisfaction with the CBC definition. The committee accepted the CBC invitation to "redefine" a national political party for purposes of free web time to party speakers. CBC couched it with an offer of more free time on the national network, upping previous offer of half-hour to full hour.

Based on all-party agreement of 1939, CBC political party definition includes only Liberal (in power), Progressive Conservative and CCF.

## Ford Expanding Sat. 'Early American Music'

Ford Motor will expand its Saturday night "Early American Music" Blue session to a half-hour starting this Saturday (20). Airer has been heard from 8-8:15 p.m. but will now carry through to 8:30. Expansion cues shifting Edward Tomlinson previously heard from 8:15-8:30 Saturdays, to the same slot on Sunday nights. "Voice of America" which has occupied the Sunday spot, will be dropped.

## NAB Board Adds 19 New Stations; Egolf to Direct Public Relations

Washington, May 16. NAB board of directors, meeting here last week in its first session since the election of J. Harold Ryan as president, took the following actions:

1. Elected 19 stations to membership and added four associate members. The stations are KCMG, Tekarkana; KPYY, Spokane; KFSA, Amarillo, Tex.; KGIL, San Angelo, Tex.; KMYR, Denver; KOTY, Pine Bluff, Ark.; KSWO, Lawton, Okla.; KXVU, Logan, Utah; KWTO, Springfield, Mo.; WBSZ, Ponca City, Okla.; WELO, Tupelo, Miss.; WIND, Gary, Ind.; WKNE, Keene, N. H.; WMOB, Auburn, N. Y.; WMS, Natchez, WMOH, Hamilton, O.; WQBC, Vicksburg, Miss.; WROK, Clarksdale, Miss.; WJSL, Jackson, Miss. The associates: Freedland & Olshaker Products, New Orleans; Katz Agency, N. Y. C.; Keystone Broadcasting System, N. Y. C.; Spot Sales, N. Y. C.
2. Reformed its department of public relations, with Willard Egolf, assistant to the president, moving over as director. Last director of public relations was Walt Dennis.
3. Expanded the department of broadcasting advertising, turning the

matter over to presy. Ryan to develop.

4. Changed the bylaws regarding dues classification, and recommended the proposed change to the membership for final action. Under the amendment, station classifications would remain, but the fixed dues would be wiped out. The NAB board would set dues from time to time for the classifications, according to the needs of the association.

5. Agreed to hold a membership meeting in Chicago in late August, but authorized Ryan to postpone it in case of emergency.

6. Urged FCC to modify its existing regulations requiring identification of recordings and electrical transcriptions so as to lessen the frequency of such announcements on the ground that they become obnoxious and repetitious to the listening public.

7. Directed Ryan to aid WMAL in its case before the War Labor Board in which station is fighting the AFRA demand for the payment of staff announcements on a fee basis.

Des Moines.—The Cottidge Advertising Co. has changed its firm name to the Blakemore Co. as of May 1.

## YOU MUST HAVE A STRONG SIGNAL\*

That is, if you want your message to be heard clearly, distinctly, and dependably everywhere in your primary marketing area. Anyone in Baltimore will tell you that WFBR comes in remarkably clear and sharp. It's another WFBR advantage!

When you buy WFBR, you can be sure that your advertising message will be heard strong and clear (at least 5 millivolt strength) in the homes of over a million people in Baltimore and vicinity!

We call it WFBR's top coverage area!

But there are also hundreds of thousands of additional

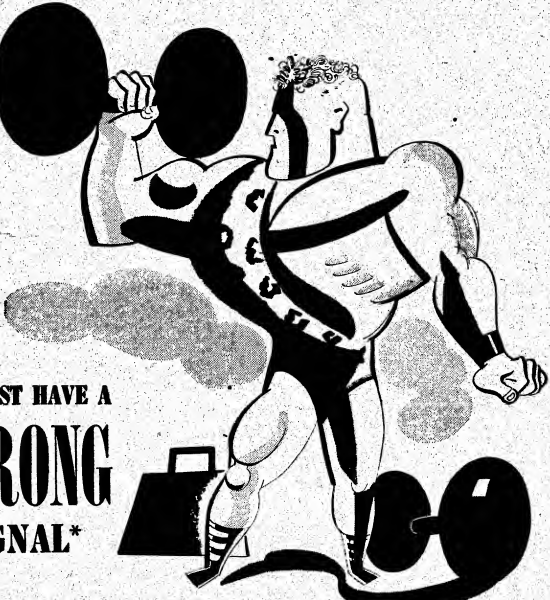
people in the rich Maryland trading area that can also clearly hear WFBR's signal (at least 1/2 millivolt strength in an area of 2,945 square miles).

Another reason why you can depend on WFBR's signal, is that the station's antenna towers are anchored in Baltimore's salt water harbor. This largely contributes to the dependability of WFBR's signal throughout the primary coverage area.

You cannot overlook this important signal factor in making your radio plans in Baltimore. When you buy WFBR, you can always depend on it's signal!

\* ANOTHER GOOD REASON WHY **WFBR** IS YOUR BEST BALTIMORE BUY!

RADIO-CENTER, BALTIMORE-2, MARYLAND • NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.



## Inside Stuff—Radio

First two of a series of radio textbooks being prepared as an outgrowth of previous NBC-Northwestern University Summer Radio Institute will be published in time for the third annual institute to be held in Evanston, Ill. June 26 to Aug. 26.

Titles are "Radio, the Fifth Estate," a survey text by Judith Waller, director of public service for the NBC Central Division and one of the institute directors; and "Radio Production," by Albert R. Crews, an NBC production director and also a director of the institute. Other books in the series will be "Radio Writing," and "Radio Announcing," both by Crews.

CBS promotion booklet, "Portrait of a Great American," based on story of Kate Smith, has been given an Award of Distinction Merit by the jury of awards of the 23rd annual Exhibition of Advertising Art, conducted by the Art Directors Club.

Presentation of the award was made Monday (15) at a dinner in the Waldorf-Astoria, N. Y., with Harry P. O'Brien, CBS art director, accepting it on behalf of the network. Art work for "Portrait," which was released by CBS last June, was done by James Flora.

Appearance of Buddy Lester and Milton Berle as guests on the same story of Louis Sedwick, "Bright Lights of New York," WOR airtel Monday night (15) was occasioned by mixup in bookings and caused some fire-works before matter was ironed out.

Berle as first refused to go on the same night as Lester; while latter asked payment either for not appearing or for appearing at some later date. However, after a little persuasion, Berle consented to appear on same session.

Bill Beach, radio actor, who's been bumped off innumerable times on "Dick Tracy," "Famous Jury Trials," "Bibley Quiz," and other thrillers, doesn't mind at all when the bumping off is strictly confined to the characters he plays on the air. But when the April issue of *Equity* mag listed him in the obit column and casting directors started scratching Bill's name from their available lists it was too much.

Actor's good-natured protest resulted in a "slightly exaggerated" squib being logged in May 15 issue of the mag.

## In Kansas City



## the Swing is to WHB

WANT A BOUQUET for being smart? Then buy WHB! Phone us for availabilities if you're considering spot programs or announcements in this booming market. "Your Mutual Friend" is Kansas City's Dominant Daytime Station... delivering the "most listeners per dollar" throughout the western half of Missouri and the eastern third of Kansas. For availabilities, call

### DON DAVIS

KANSAS CITY — Seattle Building — Harrison 1161  
NEW YORK CITY — 507 Fifth Avenue — Vanderbilt 6-2550  
CHICAGO — 333 North Michigan Blvd. — Central 7980  
HOLLYWOOD — 5515 Hollywood Blvd. — Hollywood 6211

KEY STATION for the KANSAS STATE NETWORK  
Kansas City • Wichita • Salina • Great Bend • Emporia  
Missouri • Kansas • Kansas • Kansas • Kansas

MONTHS: FEBRUARY-MARCH, 1944—KANSAS CITY									
HOOPER STATION LISTENING INDEX									
TOTAL COINCIDENTAL CALLS — THIS PERIOD 14,679									
MORNING INDEX	Station	Station	Station	Station	Station	Station	Station	Station	Station
MONDAY 8-12 A.M.	A	B	C	D	E	F	G	H	I
	6.8	8.6	30.5	18.0	29.9	4.4			
AFTERNOON INDEX	Station	Station	Station	Station	Station	Station	Station	Station	Station
WEDNESDAY 12-6 P.M.	A	B	C	D	E	F	G	H	I
	12.2	6.5	20.2	31.9	25.2	2.9			

## Follow-Up Comment

Continued from page 33

Eleanor Butler from the Mel, Earl

Wrightson and the arch in "Porgy

and Bess" standouts.

Clem McCarthy had the assign-

ment of broadening the President

at Princeton last Saturday (13) and

NBC.

There never was any doubt

about which horse was in the van-

due the identity of the conductor.

Smaller field made it easier for Mc-

Carthy to put his "Trot" into the

describing the Kentucky Derby.

Kate Smith turned dramatic to recon-

quer on Sunday (14) night's session

of "Silver Streak" on CBS.

The mistress did a competent job of

narrator of Bernard C. Schoenfeld's

the colorful little man who left

of frustrating fees in the

scale of his wanderings through the

middle years in the early years of

the 19th century.

New invasion news is to be covered

by CBS news staffers was in-

tellectually explained in special in-

stantaneous Sunday night (14) on

CBS. Paul White, Quentin Reynolds,

Ed Murrow and others here and

abroad pointed up their special as-

signments when D-day arrives. It

all made for interesting listening.

"Atlantic Spotlight," program on

NBC Saturday (13) was an exchange

of greetings and talent between the

Duncan Sisters, Winn Shaw, Dave

Grupp and orch and Ben Grauer in

the U. S. and Ben Little, Zouka, and

Trinder, Eric Parker, Avicell Angus

and Leslie Mitchell from England.

One of the best of the service was

Aside from sounding like a Sat-

teepest ad on free enterprise, "Free-

dom of Opportunity" on Mutual Fri-

day night (12) paid tribute to Milton

Caniff, creator of "Terry and the

Pirates," for his war effort activities

in creating "Male Call," comic strip,

which features the familiar "Terry"

characters, distributed exclusively

by the U. S. Army.

Second birthday salute to WACS

was broadcast over WCY Schen-

nedy Saturday afternoon (13) by an

all-Army cast from the Rome Air

Base. Smooth half-hour show was

written and produced by Sergeant

Gerald Cullinan, former JNS war

correspondent and actor of long ex-

perience. Rome Air Base Band, bal-

anced by Warrant Officer Al Kahn,

arranger and member of Abe Ly-

man's orch, furnished the musical

background.

Pittsburgh—George D. Tons has

joined sales staff at KDKA, who re-

places James Murray, who de-

parted May 1 for New York to be-

come sales promotion head of WIZ.

## James' Remote Post

Chicago, May 16.

With Ben Green, former radio di-  
rector of the H. W. Kantor agency  
here, in the Marines, Hal James, of  
the New York office, has assumed  
direction of all radio accounts by re-  
mote control pending the appoint-  
ment of a new local radio director.

Green succeeded Edward Aleshire  
last summer as radio director of the  
local branch when the latter joined  
the Navy.

## DR. STANTON, CBS, ON FILM CENTER BOARD

Dr. Frank Stanton, CBS pre-  
sident, was elected to the Board  
of Directors of the American Film  
Center, Inc., at meeting last week  
in N. Y. Also elected at same meet-  
ing was James P. Warburg.

Other AFAC directors include:  
Luther Gulick, Huntington Harris,  
Fred K. Hoehler, Archibald Mac-  
Lach, Mark May, Fairfield Osborn,  
James T. Shotwell, Ken D. Wid-  
more, Mark Starr, Donald Steinger,  
staff head of Center, AFAC is Rocke-  
feller financed project, begun in  
1938.

## Mennen's Shaves Air Budget, Sullivan Off

Mennen's is dropping the Ed Sul-  
livan show after the June 3 broad-  
cast. Dropping of the program is  
due to sponsor's channelling all  
future production into armed forces.  
Sponsor has no plan for future air  
time.

Sullivan program has been on in  
the Monday night 7:15-7:30 CBS spot,  
originating from the 21 Club, N. Y.,  
with the columnist, doing celeb in-  
terviews.

"Dateline," currently heard Satur-  
day night in the 11:15 slot, goes in  
as a sustainer to succeed Sullivan.

## Dr. Berg's Libel Against Max Wylie Dismissed

Libel suit against Max Wylie of the  
radio department of N. W. Ayer,  
brought by Dr. Louis Berg, was dis-  
continued last week without payment  
of costs or any other conditions at-  
tached. Legal action resulted from  
article, "Dusting Off Dr. Berg," writ-  
ten by Wylie, which appeared in  
Pittsburgh Post. Wylie piece had in-  
sulted certain charges against soap  
operas made by Berg.

Similar action against Pittsburg Ink  
was also dismissed in U. S. District  
Court.

## OWI to Broadcast

### Anti-Nazi Sermons; Lutheran Hour Tieup

St. Louis, May 16.  
Dr. Walter A. Mayer, conductor of  
the International Lutheran Hour  
originating at KFUP, Concordia  
Seminary, St. Louis, will prepare  
sermons in German for the OWI  
which will be beamed to the Uni-  
on. Current plans call for prepa-  
ration of manuscripts to be sent to  
OWI in New York for an OK, with  
discs made here and broadcasters di-  
rected to Germany.

The Anti-Nazi Lutheran elements  
in Germany will be the main theme  
of the broadcasts.

## Mex Vaude Team Has Good Neighbor Show

Moro and Yacoubell, Mexican  
vaude team, are featured in a new  
comedy-drama show being packaged  
by Chick Vincent and Ted Green,  
and slated to make the agency  
shows shortly.

Format will be incidents in life of  
two teens and their families south  
of the Rio Grande, with a musical  
background. Aiming for nine-week  
30-minute spot.

Regina, Saskatchewan, John Mac-  
well Hill, former announcer with  
CKRM, Regina, has been reported  
rising in operations with the Royal  
Canadian Air Force overseas.



M.G.'s 9th Night and a Battle continued  
New CAMEL, Friday  
10 p.m., 1944

Mgt. J. ED CLAYTON

Specializing in  
the Entertainment Field  
**Carl Oppenheimer**  
C.P.A.  
Business and Tax Consultant  
681 HOLLYWOOD BLVD.  
Hollywood 26, Calif.

## WKY HAS THE WRITERS!

WKY has the tools, talent and know-how!



## WKY Has Everything!

● WKY has the kind of radio writers, producers and talent that, completely on their own, have originated whole series of shows for the NBC network. WKY, in fact, is the only independent station ever to originate a dramatic series for the network under its own steam. WKY has more listeners than any other station in Oklahoma City and more local shows—far more than any station in the Southwest. WKY keeps its listeners by giving them the best, and good shows begin with good writers.

**WKY**  
OKLAHOMA CITY  
NBC AFFILIATE

Representative: The Katz Agency





**PARADE OF HITS** from **FRANK SINATRA'S**  
new R.K.O.-Radio musical  
**STEP LIVELY**



**AND THEN YOU KISSED ME**

**SOME OTHER TIME**

**WHERE DOES LOVE BEGIN**

Lyrics by  
**SAMMY CAHN**

Music by  
**JULE STYNE**

**MILLER MUSIC CORPORATION** New York 19 • **LON MOONEY**, Gen. Prof. Mgr.

**ERWIN BARG**  
Chicago, Ill.

**ARTIE MEHLINGER**  
Hollywood, Cal.

**FRANK RICE**  
Boston, Mass.

**FLOYD WHITE**  
Kansas City, Mo.

**JACK HARRIS**  
Philadelphia, Pa.

# Bands at Hotel B. O.'s

(Presented herewith, as a weekly tabulation, in the estimated cover charge business being done by name bands in various New York hotels. Dinner business (7-10 p.m.) not rated. Figures after name of hotel give room capacity and cover charge. Figures after asterisks indicate weekend and holiday price. Compilation is based on period from Monday to Saturday.)

Hotel	Band	Weeks	Cover	Room	Cover
				Capacity	Charge
Emil Patti	Biltmore (400; \$1-\$1.50)	1	1,000	1,000	1,000
Paul McIntire	Lexington (300; \$1-\$1.50)	117	1,600	21,350	21,350
Paul Patton	New Yorker (400; \$1-\$1.50)	1	1,975	1,975	1,975
Glen Gray	Pennsylvania (400; \$1-\$1.50)	3	2,125	2,125	2,125
George Hamilton	Waldorf (350; 12)	0	1,182	1,825	1,825
Paul East	Lincoln (275; \$1-\$1.50)	0	2,100	2,100	2,100
Gay Lombard	Roosevelt (400; \$1-\$1.50)	32	1,725	5,675	5,675
Boyd Bachman	Commodore (400; \$1-\$1.50)	2	1,000	3,325	3,325

\*Asterisks indicate a supporting floor show. New Yorker and Biltmore have live shows. Waldorf has Morton Downey, Lexington, Hamilton floor show.

## Chicago

Nell Bonduchi (Mayfair Room, Blackstone hotel; 400; \$2.50 m.). Big oft, km Bonduchi and George Paine managed to attract fine 2,600.  
Carmen Cavallaro (Empire Room, Palmer House; 500; \$3-\$3.50 m.). Patronage down first part of week, yet Cavallaro and Larry Adair pulled score 9,000.  
Tommy Dorsey (Pantier Room, Sherman hotel; 950; \$1.50-\$2.50 m.). Shows up, Dorsey packed in 10,000.  
Jimmy Joy (New Walnut Room, Blinnack hotel; 450; \$1.50-\$2.50 m.). Still off, with Joy accounting for around 3,500.  
Paul Otter (Main Ballroom, Edgewater hotel; 1,100; 50c and 75c cover charge plus \$1.25 m.). Special parties keeping patronage around 4,000.  
Patience Olsen (Boulevard Room, Stevens hotel; 700; \$2.50-\$3 m.). Olsen keeping totals close to excellent 4,200.

## Los Angeles

Freddie Martin (Ambassador, 800; \$1-\$1.50). Smooth going for 4,100 covers.  
Joe Reichman (Biltmore; 900; \$1-\$1.50). Solid 4,300 tabs.

## Location Jobs, Not in Hotels

Jan Garber (Palladium B. Hollywood, second week). Picking up; good chance to reach 36,000 admissions.  
Louis Armstrong (Trianon B., Southgate, first week). Followed strongly in trying start. Notched 9,000.  
Phil Harris (Shipsy Music, N. Los Angeles, 28th week). Tax hurting now but still strong at 5,000, strong at 5,000.

Gay Chardier (Coke Plaza, 650; \$3-\$3.50 m.). With new show headed by Charles Tucker, it's close this time. Great 5,200.  
Chuck Foster (Blackhawk; 500; \$1-\$2.50 m.). Foster holding big to size 4,000.

Robbins Music has acquired "I Learned A Lesson I'll Never Forget" from Beeson Music.

Crown Music, Inc., New York, has changed its name to Normandy Music, Inc.

**concerning LOUIS JORDAN**

"Orchids to Louis Jordan for his work in 'Follow the boys'—A sure show stopper."

Walter Winchell, New York Mirror

**SOUNDIES**

and ATL other picture studios use this 3 1/2 inch long hits of our publications. Also old records, new hits, old and new, all with direct and timely of choice. Samples free.

**TUNE-DEX**

1019 Broadway New York 18

**Top Tunes for Your Books An All-Time Favorite**

**DON'T BLAME ME**

**Music by ... JIMMY McHUGH**

Published by ROBBINS

## Band Review

**MAX KAMINSKY'S ORCH. (5)**  
Pied Piper, N. Y.

Max Kaminsky, from Boston; recently given a medical discharge from the Navy following his South Pacific tour, with Artie Shaw's bluegrass band, is fronting for the first time as leader of a newly organized hot combo at this Greenwich Village spot. Kaminsky heretofore was one of the more dependable sidemen; he worked with Tommy Dorsey, Benny Goodman, Glenn Miller, Shaw and other topnotchers.

Band is built around Kaminsky, Rod Cless on clarinet and Frank Orchestral, valve trombone, and projects unrestrained solo choruses by these instruments. Outfit like all jazz combos, leans heavily on oldies and uses some nice modern things like "Sunny Side of Street," "Sister," "Love Is Just Around the Corner," etc. Unlike Artie Shaw's band, Kaminsky is just as forte on sweet tunes, producing a fine tone. Stewart, an imaginative touch. Rhythm, however, fails to keep pace. Outfit needs a bass and could use a string quartet to bolster this department. Grath, drums, piano, and Mac McGee, piano, are good.

Pied Piper is being operated by Sol Tabb, Bernie Brownstein, and Jay Jafer who moved in from Brooklyn where they operated a couple of spots catering to medium class clientele. Domic.

**Music Notes**

Miller Music is publishing three songs from the new Sinatra picture "Step Lively."

Harry Warren's 50th song in collaboration with Mack Gordon will be for "Billy Rose's Diamond Horseshoe" at 20th Fox.

Brandon Raper's score on "Bataan" goes to London by request of the British, who conducted it in Hollywood and wants it for G presentations in England.

Robbins has acquired "Sugar" from W. C. Handy. Song, written by Alaco Pinkard, will be given build-up by Robbins.

Nea Washington writing lyrics for seven Arr Barroo tunes for "Brazil" at Republic.

# 10 Best Song Sellers

(Week Ending May 13)

Long Ago... (Crowford Love, Love, Love... Morris 11)  
San Fernando Valley... (Santily 11)  
Get By... (Berlin 11)  
Love You (4)... (Shapiro 11)  
Goodnight Wherever... (Shapiro 11)  
Don't Sweetheart Me, Advanced... (Shapiro 11)  
River of Roses... (Shapiro 11)

## N. Y. Lewisohn Stadium

**Expects Top Summer, Only \$60,000 Deficit**

Lewisohn Stadium, N. Y., expects the biggest concert season in its 27-year history this summer, according to Mrs. Charles S. Guggenheimer, board chairman. Last year's 301,400 attendance was the best, and, she says, because (a) the pleasure drive man has been lifted, (b) more buses have been used, (c) better, more work and more visitors are expected, (d) the weather is better, and (e) the program is. Music has gone out of the luxury class anyway, and, she says, "I am sure, says Mrs. Guggenheimer."

Operating budget this summer will be \$287,000. Gate receipts should be \$175,000, with a deficit extended of about \$60,000. Mrs. Guggenheimer has been trying to raise that amount by voluntary subscriptions from public-spirited citizens, with only \$35,000 success thus far. Her program drive will extend on to the season as before, she says. (The Stadium has run into deficits every year of \$45,000 to \$70,000, all of which she says is raised privately.)

Unlike theatre people, who are worried that invasion news will keep people home glued to radios, Mrs. Guggenheimer thinks Stadium attendance will not be affected. Promising amusement even in trying days, she says, and the lure of outdoors is strong. The Stadium concerts, started in 1918, has spanned two wars. The board is taking cognizance by admitting service men and women free on Saturday and Sunday nights. A committee headed by Mrs. Pierpont Morgan Hamilton and George Hamilton Shaw is trying to raise money to buy service men tickets for other nights. The board is also making a concert one night conducted by service men like Eugene List or Victor Barin.

"Every night is a first night with us," says Mrs. Guggenheimer, pointing to her program. Fritz Kreisler, violinist, will make his first outdoor appearance at the stadium, and the Beethoven will conduct at the Stadium for the first time, when both combine to open the season June 19. Concerts, soloists, ballet, and other events are planned, with the stadium being having an opera, "Aida" and "La Traviata" being presented two nights each. Prices of tickets will be same as before, 25c, 50c and \$1, plus tax, with a reserved-seat plan at \$1.50 for special nights.

Mit Deusch, former Woody Herman band manager, discharged from Army and returning to Herman. He won't disturb production of Dorothy Stewart. The band has taken a management, since he'll have another spot.

## 10 Best Sellers on Coin-Machines

(Records below are grabbing most nickels this week in jukeboxes throughout the country as reported by operators to "Variety." Names of more than one band or vocalist after the title indicates, in order of popularity, whose recordings are being played. Figures and names in parenthesis indicate the number of weeks each song has been in the listings and respective publishers.)

1. Love You (4) (Chappell)
2. I'll Get By (3) (Berlin)
3. I'll Be Seeing You (4) (Williamson)
4. Love, Love, Love (4) (Santily)
5. San Fernando Valley (1) (Morris)
6. Don't Sweetheart Me (9) (Advanced)
7. Long Ago, Far Away (4) (Crowford)
8. Do Nothing Till Hear (12) (Robbins)
9. Poinelna (8) (Marks)
10. Besame Mucho (18) (Melodylane)

# NBC, CBS, Blue, Mutual Plugs

Following is list of the most played popular tunes on the networks for the week beginning Monday and through Sunday, May 8-14, from 5 p.m. to 1 a.m. List represents the first approximately 25 leaders in alphabetical order. Its song uses this week's charts. The charts are compiled by WPAF, WABC, WJZ and WOR, N. Y., and are based on data provided by Accurate Reporting Service, regular checking source of the music publishing industry.

TITLE	PUBLISHER
Amo—"I Was Rhythm"	Lincoln
And So Little Time	Lincoln
And Suddenly It's Spring—"Lady in Dark"	Finch
Don't Worry 'Mon	Finch
Go! My Way—"Going My Way"	Burke
Goodnight Wherever You Are	Shapiro
How I Love the Night—"Easy Rhythm"	Finch
I Dream of You	Embassy
I Love You—"Mexican Hayride"	Chappell
Irresistible You—"Easy Rhythm"	Finch
I'll Be Seeing You	Berlin
I'm in Love With Someone	Campbell
My Heart Isn't in It—"Easy Rhythm"	Campbell
It Had to Be Love	Remick
Let's Love, Love, Love	Santily
Long Ago and Far Away—"Cover Girl"	Crawford
Look For the Silver Lining	T. B. Marks
Louise—"You Can't Ration Love"	Paramount
My Heart Isn't in It—"Easy Rhythm"	Finch
Poinelna	Marks
San Fernando Valley	Morris
Take It Easy—"2 Sisters and a Brother"	Morris
Time Alone Will Tell—"Pin Up Girl"	BVC
Too Much to Love—"Shine Harmonoon"	Remick
Too Much in Love—"Open Road"	Remick

† Filmmusic. \* Legit Music.

# Burke-Van Heusen May Cue Other Songwriters to Publish Own Tunes

## On the Upbeat

George Albin making records for Apollo, abet Negro outfit, with unusual three-tenor, four-rhythm combination. These six are: Louis, Ben Webster and Coleman Hawkins.

Don Pauline, 16-year-old, trumpeter, from Memphis, to take over as Matt Patton, 17-year-old, with Johnny Long, Patton in Army Air Force.

King Cole Trio and Hooper Hot Shots signed for "Under Western Stars" by Capitol.

Nat Debbin resigned as contract man with Crown Music to take over as manager of Georgia Alou orchestra.

Bill Harris, trombonist formerly with Benny Goodman, opens at Cafe Society Downtown, N. Y., later this week with a small combo of his own.

Erskine Hawkins returns to N. Y. industry. May 30 for a set on physical.

Low Finermy was forced to disband his Savoy Four, and terminate his stay at Hotel Roosevelt, Pittsburgh, last week when draft called one of his men.

Tommy Coston's band back to Bill Green's Casino, Pittsburgh, fourth time in less than a year, May 28.

Charlie Caster, out of Army, taking over drums in Mickey Katz band at Alpine Valley, Cleveland.

Unusual interest of songwriters and music publishers alike is being focused on the new music firm recently established by Burke Van Heusen and Jimmy Van Heusen. Firm gives promise of influencing other writing teams toward establishing outlets for the publication of their own tunes. One pair who have had a reasonably long string of hits in the past few years are said to be now jockeying the ground work for such a move.

Should Burke and Van Heusen be significantly successful, and should that give influence contemporary writers to go into music publishing themselves, it will, naturally, have a great effect on other music publishers who are almost completely dependent for new material on these writers. For this reason some of the current publishing houses are keeping a weathery eye on the progress of Burke-Van Heusen, which is now working on its first score, from "Ging My Way" (Paris), and will follow with the score from "Hello of the Yukon" (International).

Other established writers in the publishing biz are Irving Berlin, who has written for the Southern Music branch, without a manager since March when Al Friedman resigned to go with ABC music in Hollywood. Norman Fink, newcomer, has joined Melody Lane, Southern subsidiary, taking over in public relations. Harriet Smith, the town's only female songographer, who remains with the company, combination secretary and confidant.

## St. L. Cuffs Concerts

Board of Estimate headed by Mayor Henry J. Glavin, has loosened the city's purse strings to the extent of \$7,500 to provide coffee for the public during the summer season. It's first time in 11 years city has underwritten such a project.

Plan calls for a twice-a-week concert by two bands of 30 pieces each, beginning June 15.

## Cole's Southern Shift

Chicago, May 16.  
Bob Cole, for the past year with Jewel Music here, has taken over Southern Music branch, without a manager since March when Al Friedman resigned to go with ABC music in Hollywood. Norman Fink, newcomer, has joined Melody Lane, Southern subsidiary, taking over in public relations. Harriet Smith, the town's only female songographer, who remains with the company, combination secretary and confidant.

## DECCA'S LONGHAIR DISCS

Alfred Wallenstein and the Los Angeles Symphony Orchestra have signed to make records for Decca. Decca has signed to publish a number of music in the classical repertoire.

Charles O'Connell, recently with RCA-Victor, now writing a book on music for Simon & Schuster.

# THAT HILDEGARDE!!

## VARIETY

Wednesday, May 10, 1944

### Persian Room, N. Y. (HOTEL PLAZA, N. Y.)

*Hildegard, with Leo Kahn at piano;  
Bob Grant and Mark Monte Orchs; \$3  
dinner minimum, \$1 and \$1.50 cover after  
9:30.*

Hildegard and the Persian Room are an affinity like Lea & Perrins, Park & Tilford or ham 'n' eggs. Result: the joint is jumping again, regardless of the 30% rap. That "30% Tax Blues" is becoming an indigo wall indeed to the niteries and bistros. The statistics on the general downbeat are staggering. Anyway, so far Hildegard has been whamming 'em whereas at least at one competitive N. Y. hotel, in the same zone, the current chantoosy didn't do a supper show—just no customers there. That hasn't happened since the pre-war days when the boys used to have alibis such as "well, you know Mondays and Tuesdays are always slow," or "you should have been in last night, the room was full."

Postwar the problem has been to handle the traffic, with the bonifaces squawking "there's too much business." Which, while departing from Hildegard for the moment, brings up the conjecture, among all show people—"What do you suppose the Government has in mind? Surely the 20% tax on theatres and 30% on cabarets aren't helping the tax revenue returns, because it's working out in reverse." Many, in fact, wonder whether this is the "cute" D. C. technique of taxing the American public out of its amusements and forcing them

to stay home, perhaps with a view to forcing savings for current income tax purposes, or forestal inflation, or what? The recent downbeat on Broadway legit, and some of the national pix b.o. business, along with the cafes, tends to support this.

But back to the Milwaukee chantoosy who has maitre d'hotel Fred happy about the whole thing. The dynamic personality gal, now no small radio name since her "Beat the Band" (Raleigh cig) chick, is a past mistress of handling and holding her audience. She projects, she's intine, she's natural and few cause her to falter in her songalog strides. "Be Young Again," "I'll Be Seeing You" (now a Decca platter hit, and made single-handed by Hildegard); "When the Lights Go On in London" (request reprise); business with the roses and the Navy officer; the "scasick sailor" and "Bambi" spring song; the interlude with "Humoresque," in order to give the customers a chance "to talk about me for a half-minute"; "We'll Always Have Paris" (Anna Sosenko, her manager, who authored "Darling Je Vous Aime Beaucoup," did a nifty job here; almost as nifty as Miss Sosenko's handling of the lights, which so effectively "presents" her star); and the N. Y.-to-Cal. musical tour—all these make for a surefire repertoire. Especially as Hildegard does 'em. The admixture of old and new is surefire, and where the nautical and "Bambi" excerpts might lack a bit of zing, they serve their purpose well for change of pace. Incidentally, Hildegard's gowns have become no small item in her showmanship.

Bob Grant's and Mark Monte's Latin trio are standard here, and per usual dispense their dansapation in top standard.

Abel.

Personal Management  
ANNA SOSENKO

Direction  
JACK BERTELL  
Music Corporation of America



# Alan Corelli Censured By Four A's For Statements Re Acts' Bond Stints

Believing that Alan Corelli, head of the Theatre Authority, acted without proper authorization in a statement attributed to him and carried in Walter Winchell's column last Thursday (14), the Associated Actors and Artists of America last week drew up a written protest against the head of the charity-collecting agency.

Corelli is quoted as assuring performer support to Bond drives regardless of what happens to the present upped nitery tax. Resolution regates his authority to speak for actors.

The A's statement reads: "It is announced that Mr. Corelli has no authority to make statements on behalf of actors, and that Mr. Shively, national director of AGVA, is the spokesman for performers and is being supported in this far-flung fight by all branches of the Four A's."

The Four A's resolved that the International Board refer the matter to the TA's Board of Directors.

## OZZIE NELSON SET FOR-10 VAUDE WKS.

Ten weeks of pit houses for Ozzie Nelson and, during his hiatus from the Red Skelton radio show for Bachelors, has been set.

Several acts will be split around the Nelson combo and Harriet Hilliard. Unit tees off June 23 in Omaha.



**WILLIE SHORE**  
Formerly known as  
**AL BORDE**



**LAURETTE and CLYNAS**  
Pantomime Satirists  
Currently  
**MOUNT ROYAL HOTEL**  
Montreal, Que.-MCA



**CHARLOTTE ARREN and JOHNNY BRODERICK**

Now at  
**LOEW'S STATE**  
New York  
Management  
**WM. MORRIS AGENCY**

## VAUDEVILLE'S FASTEST LADY JUGGLERS' 4 JUGGLING FEELS

BACK AGAIN AT LOEW'S STATE THEATRE  
In New York  
Week May 11th  
Management—DAVE SOLT  
10 ROCKEFELLER PLAZA, NEW YORK CITY

## Max West Now Heads Frisco Local of AGVA

Max West, formerly of the New York headquarters staff of American Guild of Variety Artists, has taken over as executive secretary of AGVA local in San Francisco.

He assumed new post two weeks ago.

## N. Y. COPACABANA MAY SHIFT TO BANDS

Copacabana, N. Y. nitery, which heretofore has used top name acts with a live, is aiming to shift to a name band policy, at least for the summer. Bonifacio Monte Preser is dickering with Ship Fields to move in later this month on a 15-week contract.

If the band idea materializes it will probably necessitate a slight reconstruction of the club's bandstand and dance floor, neither of which is currently large enough to hold a big band or many dancers.

## Saranac Lake By Happy Benway

Saranac Lake, N. Y., May 16. Move Menagerie, after a slight detour in last War Bond and Red Cross drive at the Will Rogers, is now in Saranac Lake, N. Y., of the spring garden at the lodge.

Dick Purty, formerly with Mutual Broadcasting, received discharge papers and left for his home.

Send birthday greetings to Alice Farley, Don Fairchild and Max Schaffer, who are in Saranac Lake. Cliff Warner will be upped for meals.

Max ("3 King Bros.") Pegaro upped for three meals and due for an all clear soon.

Isabelle Rook has enough good reports to be elected downtown support for bedded inmates.

Ben Schaffer back at the Rogers after 10-day furlough in N. Y. He's all tanned up from the neon lights of the Automat.

William Morris Memorial Park is being readied for summer season, expected to care for hundreds of kiddies. Park was founded by the late William Morris, Sr. over 20 years ago and was financed by the yearly benefits sponsored by him at Pontiac theatre here.

"Gay Nineties" show and dance had to put up S.R.O. sign. Reita Rose, former El Chico nitery, waiter carried off top honor with the barbers shop harmony of a local quartette, four members of actors colony, a close second. Split time around.

Bubbles Trio (Barry, Jones and Mooney) heading over indefatigably to the Palace.

Harry Jackson, vaude and burlesque comic, is a new arrival at the Will Rogers sanatorium.

Write to those who are ill.

## \$25,000 Distributed By Theatre Authority

Theatre Authority has distributed \$25,000 among various theatrical guilds and stage charity groups. The sum split up equalled that similarly disbursed last June, though a number of the major beneficiaries were under the auspices of the United Theatrical War Activities Committee, which collects 15% of the gross, as does TA.

For events conducted by UTWAC the percentage of the net is somewhat different, 5% is being retained by the latter, with equal shares paid by the American Theatre Wing and TA. Participating in the TA disbursements are Equity and the League of New York Theatre Writers, and organizations turn their shares over to the latter's fund-raising. Among other beneficiaries are the Catholic, Episcopal, Jewish and Negro Actors Guilds, plus the National Vaudeville Artists.

## AGVA Rescinds No-Dues Rule For Camp Shows Acts

American Guild of Variety Artists' moratorium on collection of dues from acts playing the USO-Camp Shows circuit has been rescinded as of May 1. Acts will have dues to pay regular dues.

AGVA had waived the dues to encourage acts to sign for USO routes. This is said to have worked well reciprocally for both in the organization's stages of Camp Shows and also with the channeling of more acts into employment via the servicemen circuit.

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Write to those who are ill.

# Provisional Nitery Contracts Would Benefit Talent If 30% Tax Eases Off

## Golden Gate 4 Set For Southern Tour

Golden Gate Quartet, Negro harmony group, goes on the road for a series of one-nighters beginning July 2. Route will be through the south. Group already has eight dates set.

## Syndicate Pays 200G For St. Louis Amus. Sp.

St. Louis, May 16. This burg's sole at fresco spot, the Meadowbrook Club, last week passed out of the picture as a public enterprise when a newly formed syndicate purchased the 130-acre playground for \$200,000 from the Berberich Co., a holding concern for William Berberich, The Meadowbrook, with a terraced lawn adjacent to the canopy-covered dining palace, featured a sunken dance floor, name bands and acts.

Under Berberich's management the place, which sports an 18-hole golf course and a swimming pool, was open to the public and drew big mobs. The new owners, who will "have the public say they wish to have a place for the boys to play when they return from the war," Berberich obtained possession of the club in 1933 in connection with bankruptcy proceedings and was permitted to retain title after a dispute over the sale was ironed out in circuit court.

## Up AFM Salaries For Reading Spots

Reading, Pa., May 16. Reading nitelies and other anti-act spots which recently absorbed or have not yet absorbed, the 30% Federal tax have gotten another shot. Effective June, union orchestras must be paid more money for services in all amusement places. If per man to be charged for a three-hour minimum. Three dollars per hour will be charged per man for the hour over the minimum. Where there are floor shows, each man must get an additional \$2.50 for the evening's work. These prices are for the men under the baton, the leader to get double rate in every case.

## New Max Landau Unit

Chicago, May 16. Max Landau has completed casting for his fourth vaude unit of the season. Called the "Victory" unit, it opens May 23 at the Academy, Lynchburg, Va., for a six-week tour of split weeks and one-nighters over the Southern Attractions-Kemp time. In the cast are New Wong, Billy Farrell and Lucy Bonn, Four Tips, Christine and Lee, Jaxon, and a band called the Five Rhythms, under the direction of Joe Grimley.

Carlos Mollan's ark moved into the Palace hotel, San Francisco.

Contracts for acts booked into nightclubs are being written, in some instances, with two cash clauses due to the 30% tax.

Because business has fallen off so sharply as a result of the tax, nitery operators are offering much less money for performers, with a proviso, however, that if pity to, or during an act's engagement the tax is erased or modified, its price immediately rises to a pre-war arranged figure.

This arrangement is far from general, but it has occurred in several instances and is being followed by many others.

## WALTERS' VAUDER DUE FOR CAST CHANGES

Lou Walters' vaude revue, "Slap Happy," headlined Jay C. Flippen, has undergone considerable reshaping since opening in Baltimore last week. Numbers have been rearranged and show given a speedier pace. There will also be several cast changes before show steers into Broadway, N. Y., June 4.

"Slap Happy" is currently at the Nixon, Pittsburgh, for a week; and then goes to Philadelphia for two weeks prior to New York. Rene de Marco will drop out of show after the Nixon week, with the Marcell Sisters replacing when show opens in Philly. Ross Sisters will replace Terry Lawlor. Another number may also be added before coming into N. Y.

Andy Perry will operate the Rainbow Room, Allentown, Pa., opening with Woody Herman May 29.

## A NEW SINGING STAR



**JEAN TIGHE**  
Dir.—KENNETH LATIMER  
Music Corporation of America

## ENTERTAINING OVERSEAS WITH SOU-CAME SHOWS



**BOB EVANS**  
WITH JERRY CLARY  
and  
JACK ROUGH

## THE FEATURES OF THE STARS Marcus LOEW BOOKING AGENCY

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GENERAL MANAGER  
**JESSE KAYE**  
BOOKING MANAGER

## Borge to Commute From Hub Cafe to N.Y. Radio

Victor Borge goes to the Statler hotel, Boston, May 22, but will commute to N. Y. each Sunday for his "Bain Street" show on radio show spot. Following the Statler he goes to the Peirce House, Chicago, opening June 29.

Borge is already set to return to the "Bain Street" show on radio for 10 weeks beginning the Sunday after Labor Day. He's also due back into the Waldorf's Wedgwood room in the fall. He closed there recently.

## Hirst Buys Globe, A. C.

Irving Hirst, Philly theatre owner and, by-the-way, operator, has purchased the Globe theatre, Atlantic City, N. J., at a reported price of \$225,000.

Hirst is currently undergoing renovation and will reopen with stock burlesque May 23, which will follow from Hirst's Trocadero, Philly.











# Strawhat Troupes Still Under Par But Opera Projects on Upbeat

The summer rural stocks are way under par to the number in previous seasons but there has been a steady growth in the number of projects, in the casts and in the quality of the ensembles as a rule. As indicated recently there should be little unemployment among the troupes. 15 opera outfits further supporting that idea.

The "Winnipeg Music Library" has entered into contracts with the following companies for operettas which it handles, deal being made for 10 weeks:

St. Louis, Forest Park (Municipal Opera Co., John Kennedy, managing director) (June 1).

New York, City Center (Belmont Opera Co.) (open).

Los Angeles, Philharmonic Auditorium (May 22).

San Francisco, Curran theatre (open).

Grand Rapids, Ramona Park (Municipal Opera Assn.) (July 3).

Memphis, Overton Park theatre (opens July 10) (Joseph Cortez, mgr.).

Vancouver, B. C. Stanley Park (opens July 3).

Johnston, N. Y., Paper Mill Playhouse (open). (Frank Carrington, exec. director).

Telesco, Wallbridge Park, Zoo theatre (opens July 1).

San Antonio (Civic Opera Co.) (open).

Similar ventures are listed for Portland, Ore., and Seattle, both being in the same vein.

Cleveland, later troupe being reportedly semi-permanent. In addition a number of projects are planned for Washington, D. C., should any more be going.

## Summer Stocks

Summer stock places filed with the county, not including three neighboring towns: Flatbush, Brouse, Windsor, Brouse, and Queensboro, Elmhurst, 1, 1; localities, theatre and stock.

Dallas, Starlight, Max Koenigsberg.

Tenorio, Royal Alexandra; Ernest Rayley.

Holyoke, Mass., Mountain Park; Belmont and Jean Cogan.

Peark Island, Me., Norman Brock; Cambridge, Mass., Brattle Hall; Hartford, Conn., Brattle Hall; Worcester, Playhouse; Guy Palmer.

St. Albans, Mass., Lake theatre; Guy Palmer.

Philadelphia, Bellevue Stratford hotel; Theron Bamberger.

Nantucket Island, What? theatre; Nantucket, N. Y., Nantucket.

American Music Hall, New York (Charles A. Steinberg).

Albany, N. Y., Lyric; Lewis Christie.

Cape May, N. J., Cape theatre; C. M. Upton.

Wildwood Crest, N. J., Crest theatre; C. M. Upton.

Stamford, Conn., to be filed with Equity; Gus Shimer, Jr.

## PRODUCING NEWCOMERS

### SPLIT ON 'STOVEPIPE'

A newcomer in the legit managerial field is Carl K. Ring, whose musical, "The Stovepipe Hat," is due to open New Haven, Conn. (18) prior to a Boston tryout. Irving Gaisman, also virtually new on Broadway, was his business manager but withdrew last week after Ring went into court and secured an injunction restraining the parties from interfering with the attraction. Presently Gaisman did not put up the share of the money, and Ring, to reimburse his erstwhile partner to the tune of \$50,000, has been making a preliminary expense.

Ring is said to be a patent attorney and inventor who has been in New Jersey where various patents are manufactured. Reputed "hat" was \$200,000, the balance being invested by friends. Film companies have approached with the idea of having them purchase the show, but although the show's score was liked, no picture deal was made. It is supposed, Gaisman was being strong on the matter and Ring is being weak.

## Switches Theatres For

### Portland, Ore., May 18

After months of yearning for inability to see and hear drama in the large public auditorium here, Rose McCurdy, theatre company, franchise holder, has announced future road attractions will go into the theatre.

Mrs. McCurdy will bring stage attractions to the Mayfair through an agreement with the J. J. Parker and Hamrick-Evergreen organizations, operators of the Mayfair. The switch will be made after the run of "Student Prince," May 21, in the auditorium.

## Indicate Right Likely

### To Shutter Century

#### Adelphi For Summer

The Century and Adelphi theatres, N. Y., acquired by the Shuberts this season to solve the theatre shortage for musical shows, will probably both be shut during the summer.

Later house closed with the collapse of "Allah Be Praised," while the Century, being equipped by the new strong-grossing "Follow the Girls." Booking for the Adelphi, however, is strong. The Century, on June 9, although the house gets the new "Dream World" (see Thursday 18).

"Music" is slated to move to the 44th Street, which will be vacated by the Century. The Century, however, is cooling systems provide the reason for the switching. The 44th Street is being equipped but the work is incomplete, while the Adelphi installed an air-cooling plant, before opening.

Reported that the priority hurdle was cleared for the 44th Street by the Army Navy Relief Fund, which gets the "Victory" profits, but the Army Air Force drama will benefit. The Century is closing. There was a deal to install air-cooling at the Century, upon which the Adelphi was to be \$100,000 to recondition, but the price was too high. The Adelphi was installed. The large fans have been installed at the Century to offset the heat.

For a time Richard Kollmar agreed on closing "Dream" for eight weeks after the Adelphi was opened. The deal, however, was concluded Saturday (13), but after cast changes the new musical was postponed.

## 'OKLA.' WOULD HOLD

### SERVICEMEN MATS

Theatre Guild proposes to give an entire uniform weekly of "Oklahoma" at the St. James, N. Y., audiences to be restricted to men and women in uniform. Play is incomplete. A reduced admission charge will apply; amount not limited by the theatre. The answer to its application to remove the federal tax on the ground that the show is not for profit. A system of ticket distribution is being mullied, for the boxes will not handle the large numbers.

There are two USO-Camp Shows under way in "Oklahoma" aimed for the war fronts or localities not far removed, idea of the theatre to accommodate those in the armed forces unable to secure tickets regularly.

## Gross Reverses Finances,

### Wants Chicken Every Day

Financial setup of "Chicken Every Sunday," which has been getting moderately to the theatre, has been reversed by Edward Gross, producer, new in legit. A reduction of operating expense has been worked out after it was indicated that the show's business was not as good as expected.

"Chicken" had an unusual royalty arrangement, regular percentages were paid to the author of the book from which the play was adapted and similar payments were made to the writer, Philip Epstein, Warner Bros. writer-producer. The royalty was based on a new basis, and with some changes in the show, it has been estimated \$1,000 weekly.

## 'Rebecca' Royalties Cue Guild Uncertainty

Click of "Rebecca" as a stage play (Victor Payne-Jennings, with the Shuberts also interested) has the Drama Guild a bit of a puzzle. It is a reversal of form. The Daphne du Maurier book is a novel, and finally a play (now in cinema), which differs from the usual procedure of the Drama Guild in that it is a standard provision when such a reverse sequence occurs.

## Philby Opera Co. Still Scrambled

Philadelphia, May 16. Affairs of the Philadelphia Opera Co., recently reported in financial difficulties, are still scrambled. The board chairman and chief "angel," Mrs. Elmer Zimbalist, daughter of Oscar Curtis, is still scrambling.

Co. founder, has resigned from the board, with others expected to follow. An audit of the company's books, ordered two weeks ago, is still being completed, the company refusing a 25% settlement until the audit is completed. This has been the case since the company was founded.

Officials have been busy this week soliciting larger creditors to donate their claims as gifts to the company with some success. They claim also to have raised sufficient funds to pay out of their creditors' hands.

The Government is a preferred creditor with approximately \$5,000 still owed to it. The company's assets include Brainerd theatre (William Goldwyn Academy), Music newspapers (Bulletin, 480); Music; \$400; Record; 400; customers; \$1,000; and a number of other assets, \$2,000. Mrs. Zimbalist is designed to have paid the scenic bill personally, resigning from the company on learning the bill had been incurred in her name.

Financial matters managed by David Hocker (also manager of Philadelphia's Robin Hood Dell), has reported on the deficit. The company was founded six years ago. This year, instead of preceding eight previous years, was full of trouble. It bunched its November 15 to 16 percent of the company's assets to spare business. It then had to pay for 100 engagements, which also involved costly. The company was one time that the company was losing \$500 weekly on the road. Company management is losing \$25,000 on this season alone. Previous five seasons had left the company with a net of \$100,000 deficit. Company note carried with the Pennsylvania Co., endorsed by four local banks, members of the company.

The note is still being paid off at \$1,000 a quarter-year, board members are informed. The payment of the balance is expected by October.

Board members were surprised this spring when musical director Sylvan Levin, co-founder with Hocker of the company, resigned because of the company's "artistic deterioration" and his dissatisfaction with the financial situation.

Levin's successor, Ezra Rachlin, was fined \$200 by the musician's union for arbitrary firing of one of the players, the fine being reduced to \$50 at the player's request. The company's financial situation, however, was not improved by the tour, were entitled to extra pay for the tour, but the company was not able to pay them.

and have certified manager Hocker to their union for allegedly withholding pay. The company is still under arbitration. This season's tour was booked by the Sol Hinder, who is now in the process of paying the bills for the final two weeks. The company has been advertised for a number of months for the next season.

## Cohan Estate Snag

### Halts Coast Plays

Hollywood, May 16. Last-minute complications in the involvement of George M. Cohan estate in the production of eight new plays, have halted the same at the Pasadena Company Playhouse.

The company (11) has been in the hands of the late Sidney Howard, California-born playwright.

## Strawhat Stocker L.

### Hollywood, May 16.

Left Bank Theatre, which was purchased by Jim Dolan for a season of summer stock.

The company is on the program for "Love Is a Mirage," opening June 1.

## This Season Marks Most Active Theatre Purchasing on B Way

### Extend Legit Season - At Erie, Schenectady

Schenectady, May 16. Profitable business for Broadway circuit management to extend the season into June. This is the latest word from the legit here.

Louis R. Golding, division manager, has slated "Arsenic and Old Lace" for repeat, June 23, and "Kiss and Tell," June 9-10. The present "Blossom Time" will be presented May 19-20.

The Erie (Old Proctor house) is the only theatre in the capital district playing travelling attractions.

## \$93,380 Balance Leaves

### Actors Fund in Better Shape Than for Years

The 63rd annual meeting of the Actors Fund of America was held at the Lyceum, N. Y., Friday (12), when it was revealed that the league's treasury is in a better financial condition than in previous years. Income from all sources totaled \$1,515, disbursements amounting to \$158,085, leaving a balance of \$93,380.

The fund is a non-profit organization, into deficits almost annually. Satisfactory condition of the treasury is credited to more cooperation in the profession and support of the fund.

The fund's next year's budget is budgeted to raise at least \$200,000, or \$400,000 more than anticipated at the last year's meeting.

The fund's income is expected to come from the theatre and donations. The year's year bequests formed the largest item of income, total being \$1,000,000.

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This season has been the most active in the purchase of Broadway legit theatres than for a decade. Formerly many theatres were dropped from the circuit through mortgage foreclosures.

Shuberts have picked up several theatres through mortgage foreclosures, the theatrical district proper but the Shuberts have three others because of higher bids.

Most recent buy is the Belasco, which has been owned and operated by a coterie here, including Cheryl Crawford and John Wildberg, partners. One Touch of Venus, 46th Street, and "Porgy and Bess," on tour. Claimed that within 48 hours after the house was purchased the new owners were offered \$300,000 more than they paid.

Also new partners in the Belasco are Sherman (Sam) S. Krelberg, Donald Flannan and Michael Drinkwater, while Carl Lennette, Jr., and the mother of the late George Gershwin have been given the right to buy shares in the theatre.

Represented by the legal firm of Evner, Singer & Newberger. Reported that the Belasco has \$100,000 more than the amount of cash required to pay the mortgage. Around \$100,000 more has been paid in decorations and alterations.

## Hammerstein's

Pending the will of the Hammerstein's, an ornate theatre at 53rd and Broadway, which has been used by the theatre district for the last 30 years, is dark or fails to have a success, before Rose was a prospective buyer. The Ziegfeld, but the terms of the will, however, are expected to be shelved the idea. However, it is expected that if new owners take over, the theatre will be put on stage within six months.

Arthur Hammerstein built the theatre in 1910, and it was his investment, since it includes a factory office building which is expected to be sold for \$1,000,000. It is dark or fails to have a success, before Rose was a prospective buyer. The Ziegfeld, but the terms of the will, however, are expected to be shelved the idea. However, it is expected that if new owners take over, the theatre will be put on stage within six months.

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## OBITUARIES

## SIR JOHN MARTIN-JARVEY

Sir John Martin-Jarvey, 81, widely known British actor, died in London May 14. He was the brother of Muriel Martin-Jarvey, actress who had appeared in many American productions. He got his early stage training under Sir Henry Irving. He joined company in 1882 and remained for 14 years.

Although probably best known as a player of romantic roles and as a producer of romantic plays, he also appeared in "Hamlet," "Othello," "Taming of Shrew," "Richard III," and "Henry V." Also toured England and provinces in such modern plays as "World and His Wife," "The Disciple," "Enoch Arden," and "The Exile."

His name is probably more closely associated with "The Only Way," "Children of the King," "Coisican Brothers" and "David Garrick." He managed the Lyceum Theatre of Wales, Covent Garden and other London theatres. He was knighted in 1923.

## MRS. FLORENCE S. GUGGENHEIM

Mrs. Florence Schusterman Guggenheim, 80, widow of Daniel Guggenheim, died in copper industry, died May 13 in N. Y. She was the sponsor of free band concerts on the Mall, Central Park, and on campuses of the universities in the last 23 years.

Mrs. Guggenheim's initial interest in these gratis band concerts was in 1918, when she and her husband started them at Columbia. In 1924, they were joined by her son, Mr. Murray Guggenheim, in furnishing funds for concerts at N. Y. U. and in Central Park. She continued her concerts in 1930 as a memorial to her husband. Since 1931, the Guggenheim Memorial Concerts, by the Goldman band in Central Park, have been continued. She also elected an honorary life membership in the American Bandmasters Association in 1937, and was an advisory committee member at N. Y. World's Fair in 1939.

## SAM MOSCOW

Sam Moscow, Columbia Pictures southern division manager, died May 11 in Atlanta, Ga., of heart ailment.

Moscow had been with Columbia since a company was formed, and has been in the film business since 1918. At that time he was with Universal. Later he went with the Boston company. Moscow went into film business for himself under the firm name of Moscow Films, Inc., during Independent Film, which was owned by A. Montague and Joseph McCowney, Jr., chief and foreign manager, respectively of Columbia. When Montague and McCowney were killed in a plane crash, he also joined the company.

Survived by his widow, a son and daughter. Columbia headquarters executives went to Boston for the funeral Sunday (14).

## MARK SMITH

Mark Smith, 58, third actor of same name and family, died May 10, in N. Y. He first appeared on stage with his father in Charles H. Fox comedies. Later he played in "Blind Hush," "Our Wife," "Five Million Lollipops," "White Eagle," "Up in the Clouds," "Knickerbocker Hotel" with Walter Catlett, and "Twelfth Night," with Helen Hayes. Smith has been in radio recently, being active in the National Recreation of Radio Artists. He was president of AFRA's N. Y. local in 1922. Among his radio roles were that of Jiggs in National Broadcasting Co.'s "Bringing Up Father" radio show. Estimated that he appeared in some 2,000 radio programs as contrasted to some 70 N. Y. theatres in which he played.

Survived by widow and a daughter.

## CLARK BROWN

Clark Brown, theatre manager died May 15 in Ashland, O. Starting as a newspaper reporter on St. Louis Globe-Dispatch, he became a press agent for Ringling Bros. circus, and later was publicity man for late talker Whitehead. He joined the Albee circuit as a vaudeville agent, Brown later became Canadian general manager of the Ringling Bros. Brown, who joined the Shea Corporation in 1943, was district manager of company's vaudeville circuit. He had been associated with Jack Hynes in the operation of Paramount and other theatres in York County, Pa.

Survived by widow and two daughters.

## AARON J. JONES, SR.

Aaron J. Jones, 58, owner and operator of Chicago's first picture theatre, died May 13 in Flournoir near Chicago. He was a member of John L. Lewis' United Brotherhood of Carpenters and Joiners of America. He was a pioneer in the amusement field, operating a penny arcade in 1905, and a picture theatre in 1915, this being a 300-seat house with 54 admission.

Survived by his wife, Mrs. J. and John, were associated with him in the picture business. His expansion was so great that at one time he had 52 theatres in Chicago's Loop and suburban districts.

Survived by his two sons, a widow and three grandchildren.

## HOWARD V. SECOR

Howard V. Secor, 44, president of Albany local for exchange service employees and for news head shop, died May 13.

Survived with a heart attack in the booth of Grand Theatre, he died shortly afterwards in a hospital. He was a member of the Grand Theatre for 10 years ago. He was a film booker in Voorheesville at the time of the 1920s, and was a projectionist union as well as of the service union.

Survived by a widow, two sons and a daughter.

## JOSEPH DONOHUE

Joseph Donohue, 80, traffic manager for Ringling Brothers, Barnum & Bailey circus, died of heart attack May 14 in a restaurant near Madison Square Garden, N. Y.

Donohue was a circus man since 1934. Before that he had served as general manager of Hagenbach-Wallace circus. Smaller circus was absorbed by R. B. B. & B. that year. Donohue made his office in Chicago and lived there. He was the father of a daughter and a son, Joseph, Jr., radio operator at Warner in England.

## JOHN F. JESKE

John F. Jeske, 45, mid-west artist, died May 13 in New York City.

He was companion of the late John Chany and was one of the close friends of the film character had. When Chany died he left \$5,000 to Jeske in his will. When his widow died about three years later, she left him \$25,000.

Alles came into prominence because when he wed Grace Elaine Buda, they were kidnapped on their wedding trip and held for ransom 13 days. Kidnappers were caught and sentenced to life imprisonment.

## ELI JOHNSON

Eli Johnson, 56, attorney specializing in theatrical work and matrimonial entanglements, died May 11. He had resided at 480 Park Avenue and maintained his offices at 745 Fifth Avenue, N. Y. City.

Among his many clients was the late Henry J. Kroonen, now complainant, he played in Denver from May 11 to N. Y. of heart ailment. Originally a newspaper writer in Great Britain, he joined Paramount's exploitation staff in 1922 and subsequently was connected with returning to Far away years ago.

Survived by widow and mother.

## JAMES F. LUNDY

James Felix Lundy, 40, Paramount director, died May 13 in Denver. He was representative in Denver area, died May 11 in N. Y. of heart ailment. Originally a newspaper writer in Great Britain, he joined Paramount's exploitation staff in 1922 and subsequently was connected with returning to Far away years ago.

Survived by widow and three children.

## HARRY J. KROENEN

Harry J. Kroenen, 62, cellist, died May 12 in Cleveland. Son of the late Henry J. Kroonen, now complainant, he played in Denver from May 11 to N. Y. of heart ailment. Originally a newspaper writer in Great Britain, he joined Paramount's exploitation staff in 1922 and subsequently was connected with returning to Far away years ago.

Survived by widow and mother.

## HERBIE KAY

Herbie Kay, 39, band leader, died May 11 in New York City. He had been in the band business as a guitarist, band leader since he left Northwestern University and was managed by Music Corporation of America

for 17 years, one of its oldest clients. He once was married to Dorothy Lamour, who sang in his band.

## ROY PRATT

Roy Pratt, 70, for years stage manager at old Greene's opera house and Majestic theatres, Cedar Rapids, Iowa, died April 30 in New Bedford, Mass. He moved to Omaha three years ago, in Cedar Rapids he handled many shows.

Survived by widow, a son, a brother, and two sisters.

## JOHN DOWD

John Dowd, 45, for 23 years with the old Keith circuit's home office, died May 13 in New York City. He was a versatile manager for RKO circuit, died May 12 in Long Island City, N. Y. a suicide.

(Details in Film Section)

## FRANK MANCHES

Frank Manches, 63, theatre circuit operator in England, died in London recently. He headed the Medway Circuit, a circuit of eight theatres.

Besides being one of oldest cinema managers he was interested in the N.Y. manufacturing business.

## AUGUSTIN J. FINK

Augustin J. Fink, 43, one of Mexico's leading picture producers, born in Mexico City, died May 11, after a long illness.

Survived by mother, father and several brothers and sisters.

## JOSEPH A. McDONOUGH

Joseph A. McDONOUGH, former director and later assistant director at Universal, died May 11 in Hollywood.

Survived by his wife, daughter and Screen Directors Guild Council.

Charles Herdler, 82, musician, died April 15 in Cleveland. A cellist and teacher, he was a member of Cleveland's Class-Elm Band. He played early 90's and was in the Johann Beck orchestra. Survived by daughter and son.

George Badger Tuttle, 73, former Hearst newspaper executive, died May 11 in his Los Angeles home after a heart attack.

He was once city editor of the Los Angeles Times and later wrote features for the Hearst wire service.

Mrs. Fanny Hazen, mother of Joseph H. Hazen, until recently veep and counsel at Warner Bros., died May 11 in New York. She also is mother of Mrs. Abel Vigor, wife of Warner theatres executive.

Johan Carl Petersen, 63, violinist for 21 years with Los Angeles Philharmonic orchestra, died May 12 in Inglewood, Cal.

Fritz Zimmerman, 91, with Philadelphia orchestra for years before he retired 10 years ago, died May 11 Philadelphia.

Mrs. Ted Browning, 56, wife of the film director and former Alice Hough of screen, died May 12 in Los Angeles.

Joseph J. White, 65, father of Edie White, Republic producer, died May 12 in Hollywood.

## Literati

Continued from page 42

of organizing the network there had certainly taken up most of my waking hours. I've been reading rather than writing for some time. I've been trying to do the best job possible, but sometimes the going is hard because of the lack of equipment shortages. Military and civilian personnel is hard to get. There are many people who are on the face of the war, but the ever scarce radio equipment is required.

We've just completed our permanent station and are working on a new permanent station. The radio studios are not bad at all even according to home standards. It is true that the equipment and push of our engineers to get them completed.

As the Russians they are moving slowly militarily. We've had some disappointments in the last few months. The situation is getting rather tense because of the imminence of the second front. Politically Italy is in a very bad position. I'm not thinking of their own personal lives rather than in terms of na-

tional unity and/or in terms of contributing to the war effort.

Why I thought of writing to you tonight is because I've just returned from seeing "This Is the Army." I remember coming along with you one day to see Irving Berlin.

Joseph D. Raito.

## CHATTER

Irma Nelson doing a new novel about the south-west.

Malcolm Johnson resigned as director of Doubleday Doran.

Cleveland Press' radio series on television.

Hedda Hopper is writing a book titled "Mallie in Wonderland."

Joe Harrington back on the N. Y. Journal-American editorial staff, but continuing his fiction output.

Max Wilkinson was elected for Esquire, now doing general editorial work for Good House.

Ernie Bellinger doing an Ernie Pyle from the South Pacific; great literary interest war correspondence.

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*Opening*  
**MONDAY**  
**MAY 22<sup>nd</sup>**  
**HOTEL**  
**ASTOR**  
*Roof*  
 for  
**Six Weeks**  
**Engagement**

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## MOTION PICTURES

*Exclusive Contract*  
 Metro-Goldwyn-Mayer Studios

*Completed*  
**"BATHING BEAUTY"**  
*and*  
**"TWO GIRLS AND A  
 SAILOR"**

Published Weekly at 124 West 44th Street, New York 17, N. Y., by Variety, Inc. Annual subscription, \$10. Single copies, 15c. Entered as second-class matter December 12, 1915, at the Post Office at New York, N. Y., under the name of March 2, 1917. COPYRIGHT, 1944, BY VARIETY, INC. ALL RIGHTS RESERVED.

VOL. 154 No. 11

NEW YORK, WEDNESDAY, MAY 24, 1944

PRICE 25 CENTS

# THE PICTURE AS A TALKING SOCIETY

## Stronger Voice For H'wood in D. C. Seen in Election of Styles, Gahagan

Washington, May 23.

While the CIO Political Action Committee claims the credit for defeating Representative John Martin Costello of the 15th California district, the belief here is that the fighting congressionalism on behalf of Hollywood and the motion picture industry was a decided factor in the result.

Costello was roundly beaten, 26,500 to 19,864, by Hal Styles, a radio commentator, who frankly declared his alliance with the New Deal Union activity in the Hollywood studios was frankly against the Dies committee member, but it was a telling argument that the gitting member, while representing Hollywood, had been passive in fighting his battles. They blamed Costello for not waging a more active fight against the 20% admission taxes, and charged that he had confined his major activities to draft deferment of U. S. workers and Dies committee witch-hunts.

With the victory of Helen Gahagan (Mrs. Melvyn Douglas) in the 14th district, the motion picture industry will have two live wires on the floor of the House. Miss Gahagan comes from the 14th district, which is two-thirds Democratic, and her election seems assured. She takes the place of Congressman Thomas F. Ford, who called the present House membership a bunch of nitwits, retired because he was disgusted with being a member of the majority party and seeing the minority run the House, aided by Southern reaction-

The victory of Helen Gahagan is double triumph. Two years ago Congressman Leiland M. Ford of the

(Continued on page 2)

## Even If Your Dog Sings 'Dixie,' Cleave. Cats Can't Use It

Cleveland, May 23.

Animal acts can still play vaudeville here out in itineraries they are about as welcome as the plague.

Bae was put on, when by city's health department, which warned night spots not to book any more turns carrying dogs or dogs.

Cleveland and Lenny's Cafe were slapped by health inspectors for playing feline strippers featuring a bearded macaw (parrot) parrot, and a bearded. Neither of the spots, however, were claimed, had adequate or healthy quarters for animals. But the chief risk was that the entertainers are permitted their pets to roam the stage and their floor.

Last year's health department gave "Fermand the Bull" and a donkey their walking papers on similar charges but majority of clubs continued booking animal novelties. This time the city's health department, however, at the RKO Palace and the city's zoo.

## Nitery Talent Forfeit Radio by 30% Tariff

Detroit, May 23.

Stations here are doing plenty of auditioning these days. Most requests for jobs come from former nitery acts now out of work with more than half the spots shuttered under 30% tax hikes.

The stations, well loaded with regulars, are making few additions to their staffs. However, since many new applicants are limited to specialists or don't adapt well to the radio. Some singers are finding spots on the air, however.

## \$1,500,000 Grossed

By Ringling Circus,  
Record N. Y. Take

By JACK PULASKI

Riding, Barnum & Bailey circus, which concluded seven weeks at Madison Square Garden Sunday (21), broke all boxoffice records for its annual metropolitan engagement. According to unimpeachable authority, the gross topped \$1,500,000, nearly one quarter of a million over last year's Garden date.

The high was established by 95 performances. Big Top playing 100 during this season than during spring of a year ago. Letter date was for 74 performances, taking them having been estimated at more than \$1,500,000.

During other seasons the figures pointed about the RBB takings were in the category of guesses but it is understood that the New York gross never reached the \$1,500,000 level until 1942. Receipts from 1928 on varied and sometimes climbed toward the latter mark, and it has been recognized that the current most profitable date has been at the Garden.

This season the RBB show locally

(Continued on page 32)

## N. Y. TO PHILLY TELE RELAYS EACH MONDAY

First practical N. Y. to Philly television relay will be formally inaugurated tomorrow (Thursday) night by Eddie Cantor in a star role. Talking and performing from an NBC video studio in New York, he will greet the Poor Richard Club at Franklin Institute, Philadelphia. The relay, which will be carried by Philco Corp. will place the proceedings with a talk.

Philco's "City of Television" relay station at Mt. Rose, N. Y., about halfway between N. Y. and Philly, will handle the relay. The hour-long relay will be shown on video (films) every Monday night which NBC presents in

Relays to Philly heretofore have been strictly experimental and not on regular schedule.

## BALABAN SEES H'WOOD RAIDS

Small Theatres Should Cash  
In on Video Film Trailers,  
Says B&K Head

## EXPLOITATION AID

Chicago, May 23.

Extremely close cooperation between the picture industry and television, with the film industry using video as a nation-wide talent scout as well as one of their major exploitation mediums, is envisioned by John Balaban, head of B & K.

"There is little doubt but that the next generation, due to television, will develop not on stage, or on 'Ginger Rogers,' but literally across

(Continued on page 24)

## '2d Frontitis' Hits London Legit Biz

London, May 23.

"Second Frontitis" and its attendant anaesthetics are planned for current slump in West End show business, with only 10 shows (three of them musicals) or revues, out of 30 now doing big trade.

"There Shall Be No Night" (with Lunt-Fontanne) at Adelphi, "How Are They At Home," Apollo; "Uncle Harry," Garrick; "White Sun Shines," Globe; "Ladies' Story," Hippodrome; "Arsenic and Old Lace," Strand; "Soldier for Christ," Vaudeville; "Quiet Weekend," Wyndham's; "Sweeter and Lower," Ambassador; and "Peckaboo," new Phyllis Dwyer show, are reported as the shows making money. Latter two are revues.

Several shows are expected to close shortly, "The Rest Is Silence," at Prince of Wales, being latest to post, its fortnight's notice. Three others recently posted provisional notices.

## Revival of Ade Hits Seen for Broadway

Death last week of George Ade, brooder author who made a fortune on Broadway, has also stirred the mind of the century, has inspired suggestions of reviving several of his standard musicals for Broadway. Particularly mentioned are "The Sultan of Zulu" and "The College Widow," books of both, along with a mix of the lyrics, having been written by Ade.

Ade had a heart attack in 1914 and quit Broadway after a doctor told him "You can't collect royalties in a cemetery."

## Ban On Sponsored News, Forums Seen Favored by White-Wheeler Committee

Washington, May 23.

## Schoolmarm Returns To Vaude on Vacation

A New Jersey public school teacher, a former vaudevillian, has somewhat of a novel idea on how to spend her summer school vacation. As a result Florence Baird, who teaches voice and elocution in the Jersey school system, plans to team for vaudeville and nitery dates with baritone John Ward, who formerly did a time. Miss Baird last professionally worked with Henri Beloff.

Baird and Ward will offer a new comedy turn highlighted by Miss Baird's standard travesty on an operatic diva.

## Colts Kirby and Cohen Overseas a Tipoff To Radio's Invasion Role

Col. Ed Kirby, chief of the Army public relations division, radio bureau, in England as radio adviser to Gen. Eisenhower, William S. Paley, CBS press, has been on leave of absence in the European combat zone of OWI duties for the past several months. And on Monday (22) Phil Cohen, former OWI domestic bureau chief, was appointed director of ABSIE, powerful new American broadcasting network on the other side.

Also reported that William Burke-Miller, manager of NBC's Public Service Dept., has resigned his post, will join the staff on special assignment from Gen. Eisenhower.

These and other developments bear witness to the important role mapped out for radio as an active participant in the invasion and expected occupations of enemy-held territory on the European continent.

ABSIE, a new broadcasting entity, and a half hours daily in six different languages.

## SHOW BIZ ENDORSES NEGRO 'PRINCIPLES'

A program of treating the Negro problem in full truth, with full seriousness, as a contribution to national unity was called for by 500 stage, radio and film performers at a meeting of the Entertainment Industry Emergency Committee last weekend. A Declaration of Principles written by Maxwell Anderson, Lillian Hellman and Peter Lyon was read at the meeting by Herman Shumlin, theatrical producer, and Norman Krasna, comedian.

Declaration calls for a three-point program, as follows:

(a) Writers of book, plays, radio scripts, films and short stories are to stop telling pre-Civil War tales about the Negro.

(b) The theatre, radio, dance

Sweeping changes in today's broadcasting setup including elimination of sponsored news commentators and analysts were blueprinted today as possible Congressional measures growing out of current deliberations on the White-Wheeler bill. Following a closed session this morning the Senate Interstate Commerce Committee, its chairman, Sen. Burton K. Wheeler, Montana Democrat, outlined his feelings, which may be strong indications as to the type of measure to be presented to the legislators with recommendation of passage.

Also recommended by Wheeler was reduction in FCC personnel from seven to five and provision that the chairmanship be rotated each year.

The Montana Senator said he favored legislation setting forth following:

1. That all religious, educational and controversial public issue programs be broadcast on sustaining basis by nets and outlets. (This is taken to apply to forums as well as news comments and analyses.)

2. Power limit of 50,000 watts.

3. Reduction of PCC and one-year limit on chairman's tenure.

Wheeler also declared for a law forbidding the FCC to discriminate in issuing broadcasting licenses against newspaper owners, etc., or any particular race, class or creed.

## A. J. Balaban, Waring Turn Back Clock 21 Years on Roxy Date

Some 45 years ago at the Chicago, Tipple and Riviera theatres, Chicago A. J. Balaban & Kutz engaged a

theater, Fred Waring and his Pennsylvanians, just out of Tyrone, Pa. and the U. of E., and hired them to sing "Swanee" on Broadway, with a guarantee. Waring stayed nine months in the B&K theatres. Yesterday, the same American singing Waring and his Pennsylvanians to a 30-minute-per-week picture house deal on Roxy, on Broadway, with his straight, 50-week contract for 30 shows. If it hits the expected 37-38 shows, the same Waring and his Pennsylvanians should gross \$200,000, a record single theatre commitment to any act.

Film & "Wilson," which runs two hours plus. Waring will be kept to 15-minute presentation, and his shows will be cut proportionately to permit big turnovers. Opponent around A. J. 1, at least, is Fred Waring.

"Wilson," the Darby Zantz, radio special which 20th-Fox wants to get today, the same American singing Waring, hence the Roxy spotting. Mezzanine will be reserved at \$2.20, with rest of the house scale tilted.

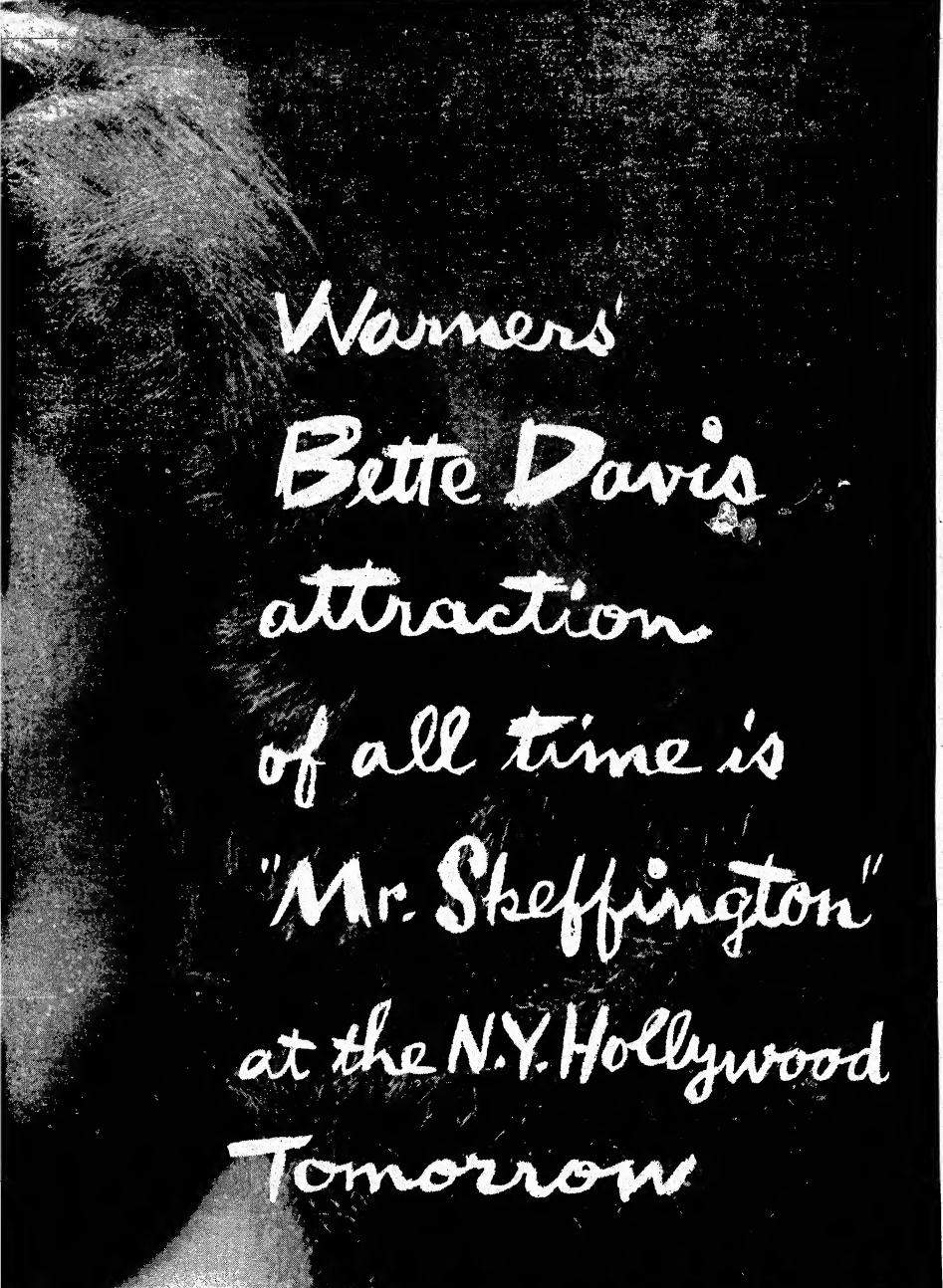








with **CLAUDE RAINS** and **WALTER ABEL** • **RICHARD WARING** • **GEORGE COULOURIS** • **MARJORIE RIORDAN**  
Directed by **VINCENT SHERMAN** Screen Play by Julius J. & Philip G. Epstein • From a Story by "Elizabeth" • Music by Franz Waxman Produced by Julius J. & Philip G. Epstein



Warners'  
Bette Davis  
attraction  
of all time is  
"Mr. Skeffington"  
at the N.Y. Hollywood  
Tomorrow

JACK L. WARNER,  
Executive Producer

## FilmBiz Geared for Strong Pict On 5th War Loan; Kickoff in Texarkana

Washington, May 23.—Fifth War Loan Drive kicks off in Texarkana, Texas, Monday night, June 12, a sharp change from the previous policy of confining the drive to New York and Washington.

Plan calls for an all-star, one-hour, live network radio show which will include pickups in Hollywood, Mexico City and other spots.

Dramatic script is being written by Orson Welles, who will attempt to tie the show close together than in previous drive kickoffs.

Showing up in Texarkana with Welles will be Secretary of the Treasury Henry Morgenthau, Jr., Walter Huston, Jimmy Cotten, Jimmy Durante, Agnes Moorehead, and probably several other show biz reps.

Widespread pickup will include Edward Arnold, Lionel G. Robinson, Paul Muni, Edward Barrymore, Walter Pidgeon and Ray Collins. Dorothy Maynard is also slated to be heard.

### Stet in Mexico

Mexico City end will have Leopold Stokowski conducting the Mexican Symphony Orchestra in a broadcast of "Song of the United Nations." Whether or not the President will take in the program is not yet definite.

Usual angle in the Texarkana campaign will lean the governors of Texas, Oklahoma, Arkansas, Louisiana and New Mexico. All are expected to be present at the opening show. Idea is aimed particularly at a "Girding for D-Day" theme. The radio sponsor to counteract the drifting away of thousands of war workers from Texarkana recently held in the new 2,000-seat Paramount theater. Time of broadcast is expected to be 8-10 p.m.

Former bond kickoffs were held the Sunday night prior to the start of the drives. The coming drive, however, will tie off on a Monday, which will originate in the heart of the Bible belt and the War Bond Committee intends taking no chances on a possible unfavorable reaction there.

### In High Gear

Motion picture industry's Fifth War Loan campaign "moved into high gear" last week when June 12, the day for the drive, neared. Activities throughout the country, under the national chairmanship of R. J. O'Donnell, were intensified, and field force operations tightened generally and preparations brought close to completion.

Following a meeting with R. H. Kennedy, Fifth War Loan vice-chairman, LAYBE officials announced that the union would place all its resources and manpower behind the drive. Projectionists, stagehands and others in the 50,000 membership of the 800 locals of International will immediately efforts to help the drive's campaign by buying more bonds than ever before, by helping sell more and by cooperating with exhibitors and Hollywood studios.

It is understood that Richard Wain LAYBE president, has given considerable attention to the forthcoming bond drive during the biennial LAYBE convention at St. Louis, week of May 28.

In Iowa, meantime, more than 200 bond presents are being made in the three times as many as during the fourth war loan. Around 134 drives are already in progress in the territory, compared with a total of 48 during the Fourth War Loan campaign.

Borough chairman serving in the N. Y. area have completed appointments of district chairmen in this territory to maintain a constant check with every theatre manager and agent. Kickoff for the drive is planned in Times Square on June 5, with a parade of armed troops and a prominent which will be in the day "invade" all of the other boroughs.

An all-industry regional meeting will be held in Indianapolis next week at the Indianapolis Athletic Club, with more than 200 attending. Marc J. Wolf, Indiana state chairman for the War Activities Committee presided, with O'Donnell among the speakers.

George Etinger, Columbia publicist, moved over to the War Activities Committee headquarters in N. Y. to assist Al Fine, who is in charge of campaign exploitation.

Accompanying O'Donnell and other members of the industry are the strong committees on a swing around the country is Major Alan V. Martin, whose Flying Fortress crew, the

## 6-REEL OWI FILM TIES IN WITH 5TH WAR LOAN

"Attack! The Battle of New Britain," six-reel Office of War Information exhibition, is being released free to theaters throughout the country. The OWI, War Department has turned over 450 prints to the WAC to speed distribution.

RKO, handling distribution without charge, is slated to release "Attack!" June 12 so as to tie in with the Fifth War Loan campaign.

Film was photographed by the U. S. Army Signal Corps, with a series of air shots made by the Air Force planes.

## 'Movie Therapy' Helps Ease Shock of Battle Of U.S. Troops, Sez Coe

St. Louis, May 23.—"Movie therapy," a phrase coined by Charles Francis Coe, vice-president of Hays office, described as showing films to troops, has been found to have much to ease post-battle shock. Coe told a joint meeting of the board of directors of the National Motion Picture Association and local Chamber of Commerce that "movies are of definite medical value in helping the fighting men adjust after a man has been through heavy combat."

As soon as men come out of combat, they are the horrors of battle have had time to prey upon their minds most of all. Coe said that "the stress of fighting tends to make men feel that their world is now a different place, and they want to see a movie of an American girl walking down the street under a big umbrella, or some other typical home scene, they quickly get their bearings and remember what they're fighting for." Coe said that 150 16-millimeter prints of every major picture produced are supplied the OWI for the purpose of making that the films are shown to the front with other supplies.

## American Legion Post Kudos Film Industry

Hollywood, May 23.—Film business got a pat on the back in a resolution adopted by the 23d Engineers Post, American Legion, affirming the confidence in the achievements of the motion picture industry as a significant source of entertainment, a major contributor to our united war effort and a consistent force for progress.

Resolution lauds the work of screen players in camp entertainment, and the theatres for their sales of war bonds and collections for Red Cross and other patriotic campaigns.

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## O'Donnell Makes It Easier for Showmen To Join Bond Drive

R. J. O'Donnell, national chairman for the motion picture industry's Fifth War Loan drive, has advised exhibitors throughout the country that the mechanics of the current campaign will be simplified so as to make it easier for showmen to join the drive.

In his message to exhibitors, O'Donnell states, "We know you're up against a tough manpower problem and that you're operating your theaters under greater handicaps than ever before and we also know that you want to take an active part in the Fifth War Loan Campaign as possible and so we're going to do everything in our power to make it as easy as possible for you to participate in this great undertaking."

We aren't going to ask you to sign another pledge. When you signed your original pledge you signified your willingness to take part in worthwhile activities of this kind. We aren't going to ask you to order tickets. These will be sent to you without an order. We aren't going to ask you to make a lot of reports and to keep a record of the work you do at the drive.

"It has been brought to our attention that exhibitors are having trouble with advertising kits during the former War Bond campaigns, and in Fifth we are going to mail you a kit. It's got what you want when you need it. It's a complete set of true ideas designed to sell bonds and it gets to you via the U. S. Post Office."

Exhibits are required to send \$1.00 to the War Activities Committee, when the kit reaches them, to cover cost of the material.

## WPB Amus. Unit Due for Shakeup

Washington, May 23.—The Amusement and Recreation section of the War Production Board Office of Civilian Requirements, which passes on new equipment, repair parts and the construction of theaters for the amusement industry, is going through a shakeup which WPB hopes will redound to the benefit of the industry. Main object is to get a broader look at the recreation problem, effect a closer tie-in with other federal agencies, and also to wrangle more attention from the top man in WPB.

Under the new plan, the program undertaken by the unit has been sound from the start, there has been a great deal of criticism which the new setup may stifle.

Most of the outside beefs have been on professional sports and bowling, but there have been squawks that OCR was favoring the chains over the indies in approving construction of new theatres in war-crowded areas. Although the picture is still unclear, a full shakeup is expected in the early future along with the addition of one or two new divisions.

John Eberson, New York theatre architect and the unit's specialist on theatre construction, was promoted and returned to N. Y. last Friday (19) to resume private business.

Private affairs caused him to leave Washington, but there have been hints that the incoming new policy had something to do with his resignation.

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## 15,000 Studio Workers Would Get 30¢ Daily Raise Via Union Demand

## \$5,000,000 RED CROSS COLLECTIONS SO FAR

Collections for the 1944 Red Cross Drive total approximately \$5,000,000 in the six months of the drive. Over 1,000 theatres, according to reports now in from 100% of the theatres in these territories.

Latest exchange territory, to come through with 100% theatre reports is New Haven where 185 theatres collected \$110,877 and 100% over last year and an average of around \$570 per theatre.

Other 100% territories to date include Washington, Philadelphia, Delaware and Northern New Jersey.

## Unit Vaude Setup For Camp Shows Overseas, Okayed in N. Y., Clicks

A new step to improve entertainment going overseas has been taken by USO-Camp Shows, with units of the USO-Camp Shows, which are being dressed up as a production before being sent out. Acts are now being sent out with an owner and a finale. Skits are edited and comedy material checked over with whole units.

Units are now sent out as a complete package, produced, reviewed and approved in N. Y. before they leave. Scripts are sent ahead overseas so that a unit plays at bases exactly as set up here, with no changes.

This has improved our shows greatly," says Dave Schuchman, USO-Camp Shows production head. "We're doing a much better grade of show overseas now."

New setup is being employed to get away from straight vaude type show and to improve the entertainment Camp Shows has set up a production staff to handle this work, staff consisting of Al White (dance director), Patsy Flick (radio writer), Dan Shapiro (lyric writer), Capt. Halloran (Special Services officer of Camp Shows) and Pvt. Milton Stern (Special Services). Rehearsal period of 10 days runs one to two weeks, with acts paid during period.

## U. S. Rollcall

Tony Martin's Show

Miami, May 23.—Sgt. Tony Martin has recently been assigned to the staff of the public relations office, Army Air Force, Boca Raton Field, Fla.

Mr. Robert Luchman, p. r. officer, staff of a broadcasting firm, has arranged with station WOQAM, Miami, for a program starting Monday, originating from Boca Raton Field and aired over WOQAM. Program will begin in June.

## Larry Cowen Leaves Albany

Albany, May 23.—Lt. Commander Larry Cowen, USN, resigned membership of Fabian's Regiment in 1939 to go into the service as an officer in the Third Naval District information office here, has reported to N. Y. for the Navy. He has been in the Navy Reserve prior to going on active duty. He was RKO circuit publicity man in N. Y. and was associated with the Fabian chain in Brooklyn before coming to Albany 10 years ago.

Commander Cowen holds the highest rank of an army executive in this area.

## RED SKELTON IN

Hollywood, May 23.—Red Skelton will be inducted into the Army Thursday (25).

Actor's draft board set the date after a review of his case showed no reason for further deferment.

## N. Y. to L. A.

James Allen, Smiley Burnette, S. Charles Einstein, Alvin Karpis, John Josephs, Dr. Not Lee, Leo Horton, Brook Pemberton, Mike Todd, Harry Roy

Hollywood, May 23.

Fifteen thousand film studio workers will collect a daily raise of \$38.00 in increased wages if the producers agree to the new demands submitted by Herbert Sorrell, prexy of the Conference Studio Union. Sorrell represents 8,000 members of the Conference, but any deal approved by the producers would automatically profit the 7,000 members of the Studio Basic Agreement, through clauses in their contracts.

Demands, submitted to E. J. Mannix, chairman of the producers' labor relations committee, call for a 10% raise for all workers employed between noon and 2 p.m. Contention is that men employed during those hours have to sacrifice their evenings, and that majority of them prefer to work in the morning.

Urgue would affect the Machinists, Patterners, and Screen Actors, Screen Analysts, Script Artists and other Conference technicians. Demands were outlined by Earl at a meeting in Mannix and William Walsh, Metro labor contact. Understood they will be sent to Chicago, Schenck for final inspection.

## Two USO 'Okla.' Units Delayed by Casting For Dearth of Opera Talent

Although two USO-Camp Show units of "Oklahoma" were supposed to be ready to tour, it became known that the units had been held up by a dearth of opera talent. The units were held up by a dearth of opera talent. The units were held up by a dearth of opera talent. The units were held up by a dearth of opera talent.

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## 'TARS-SPARS' PROVES BIG FEMME RECRUITER

The hypo which the Coast Guard will be issued for the first time, was given to recruiting is the best answer to a distribut by John Chaplain, who is in charge of the Victor Mature unit's picture house tour. An authorized spokesman for the Coast Guard said the first week at the Strand as having increased Spar N. Y. recruiting active duty. He was RKO circuit publicity man in N. Y. and was associated with the Fabian chain in Brooklyn before coming to Albany 10 years ago.

Commander Cowen holds the highest rank of an army executive in this area.

James Allen, Smiley Burnette, S. Charles Einstein, Alvin Karpis, John Josephs, Dr. Not Lee, Leo Horton, Brook Pemberton, Mike Todd, Harry Roy

## Gertie Galk in England

London, May 23.—Gertrude Lawrence returned to her native England from U. S. last week.

She plans to entertain for the ENSA, the British equivalent of the USO.





RKO  
SELL

Tune in!  
Cash in!



HOLLYWOOD

SHOWMEN, DO MORE THAN BEFORE FOR  
THE FIGHTING FIFTH WAR LOAN!

# IS ON THE AIR!...TO MORE SEATS FOR YOU!

Beginning May 29—A nation-wide radio program—15 minutes of entertainment every day, Monday Through Friday—Coast To Coast over 177 stations of the Blue Network . . .

**... AND EVERY DAY A LOCAL PLUG FOR THEATRES PLAYING RKO RADIO PICTURES!**

It's "Hollywood Star Time" . . . the biggest daytime attraction on the air, because it presents, in a "live" show, such stars as Cary Grant, Ginger Rogers, Rosalind Russell, Frank Sinatra, Joan Davis, Gary Cooper, Ethel Barrymore, Eddie Cantor, Jean Arthur, Teresa Wright, Fibber McGee and Molly, and scores of others . . . plus orchestras, vocalists and other entertainers.

With the general theme of "what's going on at RKO," the program is broadcast direct from the dining room of the RKO Studios from 12:15 to 12:30 P.M., Pacific Coast Time, and one hour later in each of the time zones East. The last minute of the program is devoted to plugs of local showings of RKO Radio Pictures.

# WOOD STAR TIME

**COAST TO COAST** Over 177 Stations of the Blue Network, 12:15 to 12:30 P.M., Pacific Coast Time; 1:15 to 1:30 P.M., Mountain Time; 2:15 to 2:30 P.M., Central Time, and 3:15 to 3:30 P.M., Eastern Time—Every Day, Monday Through Friday.







THE PICTURE OF THE CENTURY  
FROM 20<sup>TH</sup> CENTURY-FOX

DARRYLE F. ZANUCK'S

# WILSON

TECHNICOLOR

THE MOST IMPORTANT  
EVENT IN 50 YEARS OF  
MOTION PICTURE ENTERTAINMENT

DIRECTED BY HENRY KING PRODUCED BY LAMAR TROTTI

# ROGER TOUHY, GANGSTER

HERE IS THE  
ESCAPE PICTURE  
AUDIENCES  
ARE WAITING  
FOR!

IT'S THE  
HIT THAT'S  
HEADLINE-HOT  
FROM.....

20  
CENTURY-FOX

with PRESTON FOSTER • VICTOR McLAGLEN • LOIS ANDREWS • KENT TAYLOR

and Anthony Quinn • William Post, Jr. • Henry Morgan • Matt Briggs • Moroni Olsen • Reed Hadley  
Trudy Marshall • John Archer • Frank Jenks • George E. Stone • Charles Lang • Kane Richmond

Directed by ROBERT FLOREY • Produced by LEE MARCUS

Screen Play by Crane Wilbur and Jerry Cady • Original Story by Crane Wilbur

TELL A BIGGER BONG FOR EVERY SEAT  
IN THE FIGHTING WITH WAR LOANS



# SING A SONG OF BOXOFFICE POCKETS FULL OF DOUGH!



## SING... FOR THE RAVE REVIEWS!

"It's a boxoffice cinch!" —*Hollywood Reporter*

"Will evoke a merry melody for theatre cash registers!" —*M. P. Daily*

"A wide range of entertainment all expertly geared to popular taste!" —*Film Daily*

"Has lilt and sparkle, an attractively presented piece of entertainment!" —*Daily Variety*



## SING... FOR THE STARS!

Edgar Bergen and Charlie McCarthy, Bonita Granville, W. C. Fields and Sammy Kaye and his Orchestra plus the screen debut of a bright new star, Jane Powell, direct from weekly guest star appearances on the Bergen-McCarthy radio show and now making a sensational, front-page grabbing personal appearance tour of 14 key cities!



## SING... FOR THE MUSIC!

The songs America will be singing and hearing, including the new smash hit "Too Much In Love", introduced by Frank Sinatra to his millions of air fans!



Watch for the World Premiere!

BROADWAY THEATRE, PORTLAND, OREGON, JUNE 1st!





INTRODUCING

## Jane Powell

"It is a pleasure to state Miss Powell's wares are all good. She is lovely to look at, has an enchanting personality, sings beautifully, acts most creditably and has a radiant vitality which is captivating. She is a natural star as the public will attest quickly, for her initial picture is a boxoffice cinch."

—Hollywood Reporter

"Jane is sure to carve a niche for herself in film's Hall of Fame!"

—Boxoffice

"She has a voice and personality equal if not superior to any player of her years yet presented on the screen!"

—M. P. Herald

CHARLES R. ROGERS

presents

# SONG OF THE OPEN ROAD

EDGAR BERGEN and CHARLIE MCCARTHY \* BONITA GRANVILLE \* W. C. FIELDS

Peggy O'NEILL \* Jackie MORAN \* Bill CHRISTY \* Reginald Denny \* Regis Toomey \* Rose Hobart \* Pat Starling

SAMMY KAYE AND HIS ORCHESTRA \* AND INTRODUCING JANE POWELL

Specialties by CONDO'S BROS. \* HOLLYWOOD CANTEN KIDS \* LIPHAM FOUR \* CATRON & POPP \* Directed by S. SYLVAN SIMON  
Produced by CHARLES R. ROGERS \* Screenplay by ALBERT MANNHEIMER \* Based on a story by Irving Phillips and Edward Verdier

*Yes, it's a U.A. Hit!*



# THIS IS INDEED A FRIENDLY INDUSTRY!



The response to "Leo-On-Every-Screen" during his Anniversary Week, June 22 to 28, is deeply heart-warming.

The Friendly Lion considers it a birthday honor and privilege to roar—in a feature or short subject—on screens throughout the country.

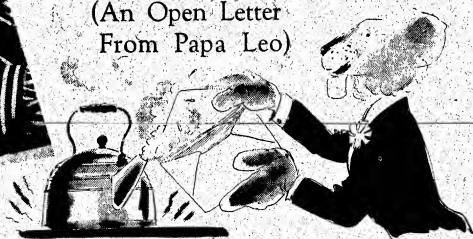
At press-time 15,108 exhibitors have said. "Okay, Leo, we celebrate with you!"

The total mounts daily. From customers and non-customers comes this stirring evidence of good-will in our industry. It is something of which we may all be proud.

# FIVE PATS ON THE BACK FOR *Ginny Simms*



(An Open Letter  
From Papa Leo)



**Dear Ginny:**

As one of our children, papa is going to give you five pats on the back.

ONE for your great job in "Broadway Rhythm."

TWO for the way you put over that record on "Irresistible You" from the same M-G-M hit. (*Understand Col. 36693 platter is one of the nation's best sellers*).

THREE for that great trip to New York and your sensational personal appearances at the Capitol where you thrilled the 400,000 people who jammed the theatre.

FOUR for the swell job you've done for the last two years as songstress and Miss M.C. on the "Johnny Presents" program coast to coast-NBC.

And FIVE for your swell cooperation with the boys in the hospitals. They love your visits, your personality and your entertainment.

signed →  Leo of M-G-M

**P. S. WE'RE PLANNING BIG THINGS FOR YOU HONEY!**

FIGHTING SHOWMEN! JOIN THE FIGHTING 5th WAR LOAN!





## LIBERTY GOES TO THE MOVIES



### FOLLOW THE BOYS

(Universal) George Raft, Vera Zorina, guest stars

THIS one's a real sockdologer—the Stage Door Canteen of the movie and radio world, with more stars than you can count on all the fingers in a glove factory. A Hollywood tribute to show business in the war effort, it comes at you with a wholesale cast including George Raft, Zorina, Grace McDonald, Charles Grapevin, Charles Butterworth, and a whole rocket burst of guest stars: Jeanette MacDonald, Orson Welles, Marlene Dietrich, Sophie Tucker, Ted Lewis, Dinah Shore—well, practically everybody, with four (count 'em) orchestras, and Artur Rubinstein. The result is bound to be a feast or a fizzle.

Well, it's no fizzle! The story is mediocre, but each performer sparkles like a diamond facet against a background of reality as big as the night sky over a desert camp. Everybody will like something in this show; most people will like everything, and then some.

The story opens as vaudeville heaves its last gasp. A hooper named Tony West (George Raft) tries his luck in Hollywood, where he wangles his way from chorus to top billing through partnership with Gloria Vance (exquisitely sculptured Zorina), the dancing star. Careers and marriage work happily together till the day of Pearl Harbor, when Tony tries to enlist but is rejected. Then a lucky quirk of fate brings on his Great Idea—camp entertaining (pick out your favorite stars—the Victory Committee, and at a monster meeting (pick out your favorite stars—the gang's all here) the idea blossoms into a merger with the USO. Marlene Dietrich gets sawed in half for the boys in uniform. Martha O'Driscoll turns up in Alaska. In a PX hut W. C. Fields is sabotaged by a piece of tissue paper and a popcorn ball. The air hums with command performances for overseas. Gloria, expecting a baby, remains apart from all this, but before Tony learns why, they have quarreled and he's off for Australia with a USO unit on a transport. Just as the Andrews Sisters are synopsing below decks, a submarine strikes, and the plot sugars into heroics.

Never mind, the appeal of this show doesn't rest in the plot; not even the fine snatches of entertainment parceled out by the various Big Names can explain what welds the whole top-heavy shebang into something real and vital. The magic springs from those blurred khaki masses gathered around wooden USO platforms, the slim white legs of San Diego gals keeping time with a band, the night shot of Tony, dog-tired and soggy, dancing on and on in the rain.

Hollywood idealism? Well, we know all USO units can't be like this. Sentimental? Who cares? It's a great show.

## Liberty

"Follow The Boys' is a star-studded film with a star-spangled theme. A tribute to soldiers in greasepaint for their war work. It's loaded with more talent than you can shake a contract at." —Walter Winchell

"One of the best bargains to come to Broadway."  
—Daily Mirror New York

"Jam-packed second hour of tip-top variety."

# ...business proves

"Fighting Showmen . . . Join  
The Fighting Fifth War Loan!"

# Magazine Leads the Critics Parade on "Follow the Boys"

Aut-hour  
New York  
"star-spangled entertainment."  
—Daily News New York

"In a great tradition of showmanship.  
Enthusiasm communicates to audi-  
ence." —Herald Tribune New York

"Bushel of stars. A spring flood of  
talent." —New York Post

"The picture hops happily from  
camp to camp." —Sun New York

"Big parade of headliners. Thrilled au-  
dience. Singing, comedy and music."  
—Journal American New York

"Star studded spectacle. Akin to a vaude-  
ville bill that would cost you about five  
dollars a seat. Majority seemed to relish  
every second." —Bridgeport Post

"Well done job of providing fun and  
diversion for our armed forces."  
—Bridgeport Sunday Herald

in first openings  
the dollar sense  
of these reviews!

*The Picture with  
Something for  
Everybody!*

CHARLES K. FELDMAN  
presents

## Follow the Boys

A Universal Picture  
starring

**GEORGE RAFT**  
**VERA ZORINA**  
**JEANETTE MACDONALD**  
**ORSON WELLES'**  
Mercury Wonder Show  
**MARLENE DIETRICH**  
**DINAH SHORE**  
**DONALD O'CONNOR**  
**PEGGY RYAN**  
**W. C. FIELDS**

The  
**ANDREWS SISTERS**  
**ARTUR RUBINSTEIN**  
**CARMEN AMAYA**  
and her Company  
**SOPHIE TUCKER**  
**DELTA RHYTHM BOYS**  
**GAUTIER'S**  
**BRICKLAYERS**

these famous bands

**TED LEWIS**  
and his Band  
**FREDDIE SLACK**  
and his Orchestra  
**CHARLIE SPIVAK**  
and his Orchestra  
**LOUIS JORDAN**  
and his Orchestra

with  
**GRACE McDONALD • CHARLES**  
**BUTTERWORTH • MARTHA**  
**O'DRISCOLL • CHARLEY GRAPEWIN**  
**ELIZABETH PATTERSON • MAXIE**  
**ROSENBLUM • REGIS TOGNEY**  
Directed by **EDDIE SUTHERLAND** • Produced by  
**Charles K. Feldman • Alan Freedman, Albert L. Roach**







# INVITATION TO SCRUTINY

Theoretically there's no reason why discussion programs and forums on the air could not be sponsored under properly controlled conditions. The advantages are obvious, permitting for better news time, and more stations, with a resultant increase in the size of the audience.

Theoretically. But in a practical world dominated by finances, the sponsorship of "America's Town Meeting of the Air" by Reader's Digest is loaded with dynamite. For despite repeated assurances of a strict "hands off" policy by the sponsor, the fact remains many are wondering whether any person or group, no matter how altruistic, would plunk down a reputed \$1,000,000 without a purpose in mind. The pros and cons against sponsored forums have been argued for years, with the Federal Communications Commission remaining adamant in its view that sponsorship would tend toward shackling freedom of speech.

Whether or not potential sponsors of air forums in the past were reluctant to bite because they doubted the commercial value of this type of program, or because of the fear of being accused of undermining one of the Four Freedoms, hasn't definitely been established. In any event, when radio's top forum program assumes sponsorship, it may well sound its own death knell. For it would then be subjected to a scrutiny that may well render it antiseptic.

It's recalled that several years ago, when the "Wake Up America" forum was sponsored by the American Economic Foundation, it was immediately rendered suspect, although in that particular case it developed into a well balanced discussion program with the only possible evidence of influence suggested by the frequent appearance of Dr. Ruth Slaughter, a brilliant woman economist closely identified with wealth.

But the real eyebrow-raising aspect of "Town Meeting" is the emergence of a magazine wielding such powerful influence, as the program's sponsor. Particularly in view of the fact that the magazine has been accused by liberals of bias, of being anti-Roosevelt, anti-labor. Add to this the fact that the magazine is currently engaged in the preparation of a "big business" blast at the FCC and its chairman, James L. Fly, as disclosed in testimony last week in Washington. The fact that the midget mag with the giant circulation has been criticized for "planting" material with other periodicals for the purpose of picking it up for reproduction may also have the effect of putting the program on the spot in the future. Thus the likelihood exists that each weekly program will be subjected to "witness" inspections to determine if the program is a selection of speakers, implying a setup or "loading" of ideas.

~ Going a step further, some people are wondering if the magazine may take the forum talks and print them and, if so, whether the reprints will be balanced presentations or culled judiciously to foster editorial purposes. If there is a motive, it is all a matter of tactics and technique.

How, then, can radio defend freedom of speech on sponsored forum programs? Inherently, it is a question of power.

## Rex Stout Hits At Anglo-Saxon Myth In Radio Scripts

Speaking on "Racial Intolerance" that week (16) before members of the Radio Writers' Guild in N. Y., Rex Stout lashed out at the "white Protestant Anglo-Saxon myth" which he derided as being all too prevalent in radio scripting. Perpetuation of the myth, he charged, was only another step in falsifying the picture of the country.

As pointed out by Stout, the exaggerated, false emphasis, put on the Anglo-Saxon names, situations, etc., they are contrary to the conditions which actually exist.

In pointing to the repeated perpetuation of non-minority groups, Stout cited the tendency to invariably refer in scripts to "going to church," rather than any reference to attending mass or the synagogue. Similarly, he said, the listing of characters with strictly Anglo-Saxon names is equally as fallacious. Stout spoke at the request of the meeting at the invitation of Pete Lyon, vp. of the New York chapter of the Guild, with talks in series sponsored by War Bonds' committees fostering racial goodwill.

William O'Neil's Son Lost  
Lester Hugh F. O'Neil, son of William M. O'Neil, president and chairman of executive committee of National Network, and president of WJZ, Cleveland, was killed on May 22 when his navy plane crashed in the Atlantic ocean off San Diego, during a heavy wind storm.

## IDEAS PROVS IMPERIES

In contrast to the usual pre-summer lull and moratorium on idea development heretofore prevailing at this time of year in agencies, the boys responsible for many of the top air shows are currently running exceedingly high cerebral temperatures on devising program techniques. The reasons ascribed are varied, but whatever the cause, it's agreed that, despite the wartime manpower situation and general three-wheeler operation, the radio is experiencing a "healthy" period of activity that should, it's felt, to reflect itself in an improved air programming setup next season.

As one top agency exec put it: "There won't be any cobwebs, mental or otherwise, around this time. The boys with the ideas are really going to town and the guy who's just sitting back is out of the picture." Others share his viewpoint and a check into agency activity supports the statement.

Viewed as chiefly responsible for the betterment of mental activity that's whipping the boys into high gear has been the unusual casualty list of the past season, which saw some of the top air accounts pass from one agency to another because of shyness, or the reluctance to lose star beasts, etc. Thus the current renewal time period is attended by the assured agency pitch to convince the client that next season he'll enjoy a rating of which he can't be actually sure.

Aside from the production end, the healthy aspect, so far as the industry is concerned, is reflected in other directions, such as the continuous upward surge in network radio advertising, which is again headed for record totals this year.

## WFL Cancels All Used Car Ad Biz

Philadelphia, March 23. "For the first time in the history of the station, WFL Blue network affiliate in Philadelphia, has issued a blanket cancellation of certain type business, used car advertising, under the category affected and the new order becomes effective May 28.

In announcing the order, Roger W. Clipp, station exec, said: "Some months ago WFL was happy to be asked to advertise used cars, considering it emergency business in the public interest. But since that time to this, the business has grown so as to make an auction block of broadcast station facilities. In deference to our listeners, and to stopping the 'highest prices offered' method.

"Our doors are only temporarily closed. They will be open for business once more when the buying and selling of used cars ceases to be a hapless race and returns to the principles of healthy business competition."

## Y&R Execs Rassing With Goodyear-Pidgeon Show; Fall Status Undecided

With the Goodyear-Walter Pidgeon Sunday night CBS show going off in mid-July for a brief summer hiatus, plans for the program's return by the fall are reported in a state of flux. Expectations are that the show will return, but whether it'll be 8-30 p.m. opposite the Edgar Bergen show, although "whether" it'll be a summer and return the Pidgeon dramatic stanza still appears to be problematical.

Reputed that Goodyear isn't any too happy over the Pidgeon show's rating with the program's sponsor for the May 17 pre-test but has been told by the Belgian 234 rating.

## 'Assignment' Clincher As Johnson Wax Buys 'Words at War' for Summer

Haymes, Jenkins Orch Into Ronald Colman Spot

Dick Haymes and Gordon Jenkins orchestras comprise the summer replacement Tuesday night for Ronald Colman at 7:30 over NBC.

## CIO Wins Scrap With NBC Heads On Controversy

Script differences almost precipitated an open breach between the CIO and NBC last week over the net uniting Labor for "Victory" heard Sunday afternoon, 11:15-1:30 p.m. Season presents programs uniting CIO audiences with the radio, the web and the CIO have been at loggerheads over the stanza format since the beginning. AFL hasn't run into any difficulties with NBC because it goes for its programming in a more direct way by union rep. The CIO, however, prefers playlets and this conflicts with the network policy against dramatization of controversial issues.

By the labor group to present Sunday's (21) show brought matters to a head. The show was a drama with "I Am an American" as the theme. The CIO, however, this was a controversial issue, with the union claiming that, with no candidates as yet chosen, an appeal for registration and voting must, of necessity, be non-partisan. CIO refused to agree down and intended to put on a speaker who would tell the radio audience about the net's objection.

## PACKING FIRMS BUY TWO CBS SEGMENTS

Chicago, May 23. Two important network shows were sold by the CBS Western Sales division here last week, both to packing concerns.

"Dateline" was bought by Armour & Co. for the full CBS network of stations and will take over the time formerly occupied by the Ed Sullivan broadcast, Mondays, 7:15-7:30. EWTV starting time on the air by Packing Co. has arranged for a CBS hookup of 29 stations, five of them in the EWTV territory, beginning July 17 and will drop sponsorship of "Helmholtz" over NBC on July 14. "Net show has yet been set for the spot."

"Words at War." Tuesday night 30-minute NBC series of war-bank dramatizations put on in cooperation with the Council on Books in Wartime, and currently headed as a public service feature in the 11:30-midnight segment, scheduled for sponsorship, Johnson's Wax wants the show to go into the Tuesday night 9:30-10 slot as a public service feature. For Elmer Gertz & Molly, also sponsored by C. John on Co. Council shows final OK on the deal is reported imminent, will share in a percentage of the coin, with the show, as in the past, being handled as an NBC package. "Words" moves into the sponsored time slot on July 4 for 13 weeks until the Elmer program returns, Oct. 3.

Clincher in the deal, handled through Needham, Leach, & Borby, of Chicago, agency on the account, was the purchase of a 15-second commercial which stirred up nationwide comment for its outspoken treatment of the war effort. Recent repeat of the program, it's recalled, elicited a National Labor Relations Board, two cities singled out for attack in the broadcast, failing to pick up the stanza.

Parades Other strong motivations in agency taking in the show, it's reported, were dramatizations of the Emile Pyle book and "Bell for Adams" program, scripted by Henry Menkin. Unusual angle attached to latter is that Menkin no longer is with NBC, reportedly having been dropped from the "Words At War" staff for allegedly pro-liberal views.

Sponsorship of series is viewed as probably the greatest buy yet given by NBC, reportedly for its support of public service programming and is in sharp contrast to reported feeling among network executives that the series is "too hot" to handle.

## Kellogg Deal In 'Works Will Give Blue Ayem SWO

Following on the heels of the recent sale of the 12 noon-12:30 slot on the Blue to Procter & Gamble, Kellogg has taken an option on the 1:15-noon slot on the entire network, and "As if the deal is being handled on the Blue, all of the web's, goes to Kellogg's sponsors shows across the board for the three months ending from 9:30 a.m. to 12:30 p.m. Similarly, Kellogg has faced policy on daytime programming, the decision, the non-hungover formula is seen as possible, and the decision of voicing clients and building audience.

Stanza for the new Kellogg spot is being made, but though no decision as yet has been made, Kellogg the 11:15-noon three-quarter hour, goes to Kellogg's sponsors, Company bankrolls last 14 minutes of "Breakfast At 11:45 a.m." and a news program from 11:45-11:55 a.m."

## Oboler-Robson War Bond Show Too 'Realistic' For Nets; Locals Want Them

Scenes of four transferred from the "Four for the Fritz" being written and directed by Arch Oboler and Bob Robson for the Fifth War Loan drive, are being turned to local outlets because they contain such "straight-from-the-shoulder, realistic" material that nets would be unable to carry them because of policies and taboos on realistic sound effects and gruesome details. More than 700 locals have already agreed to carry the half-hour shows which may be shown one week for the four weeks of the drive.



## Chet La Roche Sees Tele As Spur To Radio; Says Nets Must Keep Pace

Television, full-blown, not only will set up a brand-new and fabulous amusement-advertising industry of its own but, by its competition, will push radio into improved techniques in writing, production, etc. In the opinion of Chet La Roche, who took over active duties two weeks ago as chairman of the Blue network's executive board.

Broadcasting, he says, will have to pay its way for writers in order to keep the creative and copy away from Hollywood. Increased expenditures for producing talent, all along the line, also is due post-war, he feels, not only on sponsored shows but on network sustaining and public service features as well. "With the coming of television," he said, "the importance of the place of broadcast media in radio cannot be over-emphasized."

It was because radio was such a combination of business and public service that La Roche was led to come into it, he said. Formerly board chairman at Young & Rubicam, he bought into the Blue some months ago, being replaced as president from taking over at that time. He begged off discussing specific plans because "I'm not doing it for a few minutes." He's also giving up his job as chairman of the War Advertising Council because "it's a full-time job, he says, with its work increased tremendously. Harold B. Thomas, vice-chairman, will likely carry on.

La Roche sees a most competitive sales period coming after the war, when old programs will have to be maintained or rebuilt, and new ones pushed, which will present a challenge to the industry. He also sees improved media; lower sales cost, and new competition in listener's interest.

## 'Forgotten Men' on Draft Boards Knosod On New WLW Service Program

Cincinnati, May 23. Kudos to men who volunteered for the tough and too-often thankless job of serving on draft boards are given by WLW in a public service series of Saturday afternoon quarter-hour programs that was inaugurated last week (20).

Katherine Fox, coordinator of the station's war activities, came up with program "Japs." Draft board members from Ohio, Indiana, Kentucky and Virginia are interviewed and given opportunity to outline a particular case history from the files of their boards.

Series is titled "For Distinguished Service."

## 6 CHI STATIONS OK GABBER PAY BOOSTS

Chicago, May 23. At hearing held here today before a War Labor Board panel, William Friedman, representing six Chicago Class B stations agreed to an average salary increase of 30% for all announcers. Main controversy between stations and AFRA is the demand of union for a "pay-within-pay" setup wherein announcers would get an additional 25% for every commercial announcement on a five-minute program with a graduated increase for longer shows up to 50c for a half-hour program.

Station owners contend arrangement is economically unsound and that cost of handling would be prohibitive. Both AFRA and stations have agreed upon discharge and vacation clauses which will be same as Class A stations. Mortimer Becker of AFRA and John N. Y. is representing AFRA. Stations involved are WCFL, WIND, WAIT, WAAP, WOL and WLJD. Chairman of the meeting was Robert J. Appel, labor relations director, Central States area.

## Coleman Into Pic Prod?

Hollywood, May 23. Carol Coleman and General Amnux Corp. are talking over a deal whereby the Blue network would write and produce pictures independently. Coleman, assistant production manager of the web as well as a writer-producer, has only to give the green light, and plans will be forwarded, with a major studio already having okayed release of the films.

## WNEW, N.Y., Sets Music Discussion Panel Series

"Face the Music" panel discussion series probing the musical field, premeas a weekly series June 11 on WNEW, N.Y., in the 9 to 9:30 p.m. niche.

Dr. Felix Guenther, music lecturer at NYU, and head of the standard section of the E. B. Marks Music Co., will be moderator, with top personalities in the musical field taking part. Initial question to be discussed will be, "Should all opera be given the 'Carmen Jones' treatment?"

## SCIENCE ED'S CBS AIRER ON POST-WAR

"Adventures in Science," program featuring Watson Davis, director of Science Service, will be heard on CBS, one-line-per-week starting June 10 in the 2:15-2:30 p.m. niche.

Davis will discuss inventions originally used in the war, which will be turned into the consumer field post-war. He will debunk many scientific theses, and also advise youths how to get along in the scientific field.

## Reader's Digest 'Meeting' Deal Was Town Hall Idea, Geo. Denny Reveals

Decision to accept sponsorship for "America's Town Meeting of the Air," sold last week by the Blue network to Reader's Digest, followed a survey of the entire Town Hall, N.Y., situation by Dr. James Rowland Angell, former Yale prexy and currently NBC educational director, George V. Denny, Jr., program moderator, stated this week. Dr. Angell's recommendation to go commercial was based on premise "Meeting" thus would maintain stature and its audience.

Initial step that resulted in buying the show came from Denny, he said, adding that several other prospects also were interested. These included Goodrich, the N. Y. Stock Exchange and Newsweek. Under new setup to be inaugurated Sept. 7 "Town Meeting," it's expected, will spend more time on the road.

Financial deal has not been made public but it's estimated Town Hall will receive a budget of around \$5,000 a week to speakers, production costs, staff additions, traveling and promotion. In addition, Reader's Digest and its agency, BBDO, also will publicize and promote the series as will the Blue. All in all, including time cost for the full web, 38 weeks, sponsored proposition comes close to being a \$1,000,000 deal.

## Dead Air On NBC, Blue, Mutual Webs Looms June 1 in NABET Strike Threat

### Englebach-Geiger Combo For Penicillin Series

DeVere Englebach, producer of the Philco "Variety," "Radio, Hall of Fame," has added a third show to his string this summer, on top of the CBS 15-minute dramatic show he does for Englebach-Matthews Friday nights. The new chore is for Schenley as the Cresta Blanca replacement but will plug penicillin in dramatic form. A returning army officer from the different warfronts will detail the benefits of the new drug.

As with "Dream," the Englebach show, Milton Geiger will script the penicillin program. Geiger is also a scripter on "Hall of Fame." Incidentally, the Philco show goes into a straight musical format with Paul Whiteman's music this summer after this Sunday's (20) final HOF. This is the gala blowout with Al Jolson, Kate Smith, Eddie Cantor, Benny Goodman, Nora Martin, et al. Whiteman, who has been on the Coast on a Republic film, "Atlantic City," gets back Friday (26) and will maestro the final show.

Paralysis of broadcasting operations at NBC, the Blue and Mutual Weeks, June 1, when the engineers are expected to go out on strike in protest over agreement between the nets and the American Federation of Musicians on operation of transcription turntables. Only averts on which the engineers will continue to work are those directly connected with wartime service. Remainder of sessions, which means all commercial and non-government programs, face possibility of not going on air for lack of men in the control booths.

AFM-network pact, now pending approval by the WLB, calls for operation of the turntables by musicians. The engineer members of the National Assn. of Broadcast Engineers and Technicians have always handled this procedure and agreement would cut them out. As a result NABET has informed the WLB of intentions to go out on strike June 1 if the musicians move in.

WLB finds themselves caught in the middle, for, if they refused to sign with the AFM, Penicillin would pull all musicians out of the studios. By making peace with him, it's "out of the frying pan" for the nets. Management are winking some sort of compromise but to date no plan has been acceptable to both the AFM and NABET.



## YOU'LL BE AN ARMCHAIR COLUMBUS!

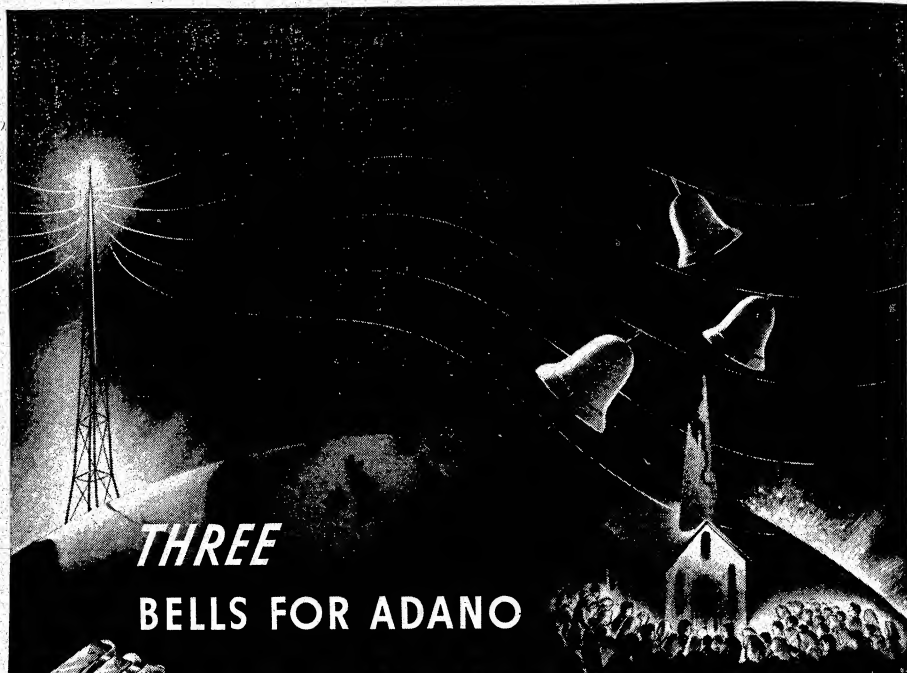
You'll sail with television through vanishing horizons into exciting new worlds. You'll be an intimate of the great and near-great. You'll sit at speakers' tables at historic functions, down front at every sporting event, at all top-flight entertainment. News flashes will bring you eye-coverage of parades, fires and floods; of everything odd, unusual and wonderful, just as though you were on the spot. And far-sighted industry will show you previews of new products, new delights ahead.

All this—the world actually served to you on a silver screen—will be most enjoyably yours when you possess a DuMont Television- Radio Receiver. It was DuMont who gave really clear picture reception to television. It will be DuMont to whom you will turn in peacetime for the finest television receiving sets and the truest television reception... the touchstone that will make you an armchair Columbus on ten-thousand-and-one thrilling voyages of discovery!

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ALLEN B. DUMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N. J. TELEVISION STUDIOS AND STATION W2XWV, 315 MADISON AVENUE, NEW YORK 22, NEW YORK



## THREE BELLS FOR ADANO

Hundreds of Adanos, known by other names and scattered throughout the world, find daily consolation in bells the Axis hasn't been able to silence—the NBC chimes.

Every night and day of the year, America's best-known radio signal rings through friendly and enemy countries alike, carrying hope among the downtrodden... sounding a warning to this nation's enemies... echoing a welcome and familiar note to Americans fighting abroad.

An Italian prisoner now in the U.S. writes: *"When I think how the voice of NBC brings daily comfort to so many Italians suffering in the homeland under the German heel, I should like to shake your hand."*

Long before Hitler marched into Poland, NBC began broadcasting in six languages

over two powerful international short-wave transmitters beamed to various parts of the world. Countless hundreds abroad learned to rely on NBC for news and entertainment.

Pearl Harbor marked the beginning of increased, and ever increasing co-operation between the Government and NBC. Its International Division became a hard-hitting front-line weapon in the field of psychological warfare.

NBC's international broadcasts began as an experiment... just one of the many types of experiments NBC carries on constantly to maintain its leadership in radio. It is the results of these experiments... experiments in many fields... which help keep NBC out in front, help make NBC *"The Network Most People Listen to Most."*

They all tune to the

# National Broadcasting Company

It's a National Habit

America's No. 1 Network



A Service of Radio Corporation of America



## NBC Tieup With N. Y. Educators Cues Nationwide Radio Training Plan

Recently announced plan of NBC and the New York Board of Education for training-teachers in use of radio as classroom supplement and creation of an experimental station for training students in fundamentals of broadcasting is first move in plan to extend such training to all parts of the country with NBC-owned and affiliated outlets as the center. New York experiment is to be leading ground for the development of course to be taught in other setups.

New York setup will offer courses in radio writing, production, speech, engineering, station operations, and sound recording. Teachers one from each of the city's 240 schools, and selected students will take the courses with undergraduate. Being granted credit toward graduation for completing the training.

Facilities of the B of E's FM non-commercial station, WNYE, and NBC's FM outlet, WEAP-FM, will be utilized for practical applications of the material learned in the classrooms. The net looks upon this training regime as a fertile field for the development of trained personnel and the creation of a reservoir for such personnel for use by local agencies. Expected that net personnel plans will dovetail with the new training system with graduates filling junior positions on network staff.

## Nets Set Up Elaborate Plans for 5th Loan Drive In Morgenthau Huddle

Four networks are setting up elaborate plans for participation in the Fifth War Loan Drive. Kickoff on June 12, with show scripted and produced by Orson Welles, originating in Texarkana, Arkansas, will probably feature F.B.I. If the President is unable to appear, Secretary of the Treasury Morgenthau will pinch hit. Further treasury shows are scheduled for Hollywood Bowl on the 14th and Soldiers Field, Chicago, on the 19th. A fourth is in the works for the date near the close of the drive July 7.

Dates for special "bond days" by each of the nets were decided on at a meeting between Sec. Morgenthau and net execs last week in Washington with NBC testing off on June 18, and the Blue closing June 24. No personal 24-hour stunts are planned because of traders' desire to minimize personal publicity.

Mutual has its "day" on June 17 with CBS show set for June 20.

## G. W. STEFFY UPPED TO YANKEE NET V-P

Boston, May 23.

George Walsh Steffy, for 17 years identified with the Yankees Network, has been upped from director of production to vice president in charge of programs. Announced by John Sheppard, III, chairman of the board and general manager of the key New England station.

Steffy began at WEAN, Providence, in 1927, transferring to WNAC in 1929 following graduation from Providence College. Became production director in 1935.

## Gosch Stays Web Work For Go at B'way Legit

Hollywood, May 23.

Martin Gosch is hopping temporarily from radio to legit with a musical comedy, "Up From Under," to be produced jointly by Gosch and a Broadway producer whose name is still a secret. Harry Warren and Johnny Mercer have been signed to do the score.

Gosch is taking a vacation of two months from his radio chores, which include the direction of the Abbott and Costello and the Jack Carson airshows. He says he has lined up a theatre in New York.

Bring Orch With Gracie Fields  
Lou Bring gets the orch assignment in the Gracie Fields summer replacement show for Chase & Sanborn-Rogers Betzen Sunday night program.  
Bill Goodwin also slated for the summer stanzas.

## Wellington to London, John Salt Named BBC N. American Director

Lindsay Wellington, BBC's North American director headquartered in New York since 1941, has been recalled to London to assist in the central direction of the web. His successor, John Salt, deputy director since 1942, took over Monday (22). Salt, a graduate of Trinity College, Cambridge, was commissioned in the Royal Engineers after leaving school and joined BBC in 1938, serving as program director in Manchester. Later he was attached to the London office in the network's European service.

Wellington has been with BBC since 1924.

## Lewis, Others Quit OWI in New Internal Blowup; Charge 'Sniping'

### Wood Radio Director In Chi for M'Cann-Erickson

Chicago, May 23.  
M. W. Wood has been appointed radio director of McCann-Erickson office here, taking over duties formerly performed by James Shelby, now in U. S. Marines. Wood came from the Jam Handy organization. Previously he was a member of NBC's Chi staff as writer, producer and chief sound man.  
William Shepherd will continue as assistant director and producer.

Washington, May 23.  
New internal blowup in OWI last week resulted in the resignation of persons in the foreign language section of the Domestic Branch, including Frank Lewis, in charge of foreign language radio program.

Others who quit included Constantine Poulos, chief of the unit; and his assistant Charles Olson. They walked out with a blast that George W. Healy, Jr., head of the Domestic Branch, had "hamstringing, sniping at and made ineffectual" their work. Healy countered with the charge that they had objected to having their copy played by the general news desk of OWI, the same as copy for English language publications.

# Sorry, Young & Rubicam!

First and last of a series setting forth WJBK's eligibility for that extra time, even though conditions prevent its acceptance right now.

Can't Handle More Business Right Now; Sound Programming and Sound Selling Have Exhausted Our Time—But Please Keep Us In Mind.

YOUNG & RUBICAM's recent blast at "cash-dispensing gimmicks" (Variety, May 3) left us feeling pretty smug, here at WJBK, the reason being, of course, that we never fell for that stuff even when it was going great guns on other stations all over town.

It wasn't a matter of righteousness, really, but simply enlightened self-interest. To be of any use, a radio survey ought first of all to be credible; and surveys based on giveaways are just too good to be true. They mean about as much as a compass-reading in a magnetite bed.

So far as revealing the potential of WJBK is concerned, the same objection applies, with a sort of reverse English, to telephone surveys in this area. They can't present a true picture of the WJBK audience, for a reason that is simple enough: that audience consists largely of workers—foreign-born as well as native—and among such groups, radios far outnumber phones. Between the two extremes in surveys, though, we much prefer the latter, because we think that in the long run it's smarter to undersell than to oversell our capacity to produce.

That we DO produce is obvious. We carry more national advertising, and greater total advertising volume, than any other station of our power in the United States. The renewal rate is very high. We are filling our broadcasting schedule—24 hours a day, at that—by sound programming and sound selling, which go hand in hand.

We're not just being coy, or playing hard-to-get; our time is all sold right now. But when we HAVE time, Y&R, and when you and other agencies need it, we hope you'll keep us in mind, not because of our ethics, splendid as they are, but because we get results.

STATION

**WJBK**

DETROIT

JAMES F. HOPKINS, Inc.

1490 Kilocycles—250 Watts—24 Hours a Day



## Inside Stuff—Orchestras—Music

From Italy, where Irving Berlin is touring with "This Is the Army," the songsmith denies any intention of leaving his job to head to Berlin. A buyout of the latter's share of Berlin, Alvin and Harry Warshawsky, nowhere near the \$400,000 mentioned. That, says Berlin, is what Bernstein wants, but the songsmith is standing pat on his offer which is nearer \$200,000 in fact.

If a schism is effected, it would mean Berlin gets back his personally written copyrights, and Bernstein gets the cash. The latter would need a consideration of some \$150,000, out of the \$122,000 needed, each to acquire 16 2/3% of Mrs. Marc (Tillie) Winslow's holdings in the Berlin and ABC Music Corp.

Service men, who in civilian life were apparently pro musicians, frequently are anti in the N. Y. hotel rooms. Leaders say they are often approached by sailors and soldiers who express a desire to take a chair for a tune or two and occasionally they turn out to be capable performers. Count Basie turned out to a sailor at a party in the Astor hotel one night last week who assertedly turned out to be exceptional.

The coin-operated amusement and vending device industry advisory committee of WPB reports in Washington that plants formerly producing coin-operating machines are now engaged 100% in war work. The committee has no chance for the resumption of production of the devices until completion of the war in Europe.

Teddy Powell almost had heart failure recently at Stanley theatre, Pittsburgh, when four of his men, all 4'ers, turned up one morning for a gag with their old indignant papers, showed them to the maestro and said: "Well, boss, this is it."

## Jack Robbins, El Oberstein Working Out Lion—Hit Reciprocal Deal

Jack Robbins says he is working on a plan with El Oberstein, of El Records, whereby he will soon begin familiarizing record jockeys and reviewers with records he has planned Lion label, and at the same time record the latter's management agency, Robbins, Ltd., is financing.

Idea calls for Oberstein to record, for Atlantic Records, and to provide Robbins with 100 copies of the stuff he makes under a Lion label. After that Oberstein can use the masters for his own Classic releases, Robbins claims his plans for Lion are ready. He says he has spent \$3,500 registering the title in various Allied countries.

## N. Y. Nitory Defaults In Suit; 3 Pubs Win Damages

Three music publishers—Harms, Inc., Santly-Say, Inc., and Shapiro Bernstein & Co., Inc.—have won damages of \$10,022 against the Court Holland, N. Y., and its owners, Anthony D. and Nicholas Spina, for alleged infringement of four copyrights. The publishers also won an injunction was granted by N. Y. federal Judge John Bright last week after defendants defaulted by failing to answer the charges.

Civil was charged with giving public performance for profit without consent of the copyright owners on May 1, 1943, and various other times of "It Can't Be Wrong" (Harms), "On the Sunny Side of the Street" (S.B.), "Honeydew" (Harms) and "It's the Talk of the Town" (Santly).

## Radio Plug for Nival Jazz Spot Burns Nick's

Owner; Fires Condon Eddie Condon's first of a series of jazz concerts on the Blue network from Town Hall, N. Y., Saturday night, May 20, will be broadcast a few hours later, he was fired from his job at Nick's in Greenwich Village when he refused to accept the program Condon, introing partners Mack Kaminsky and James P. Johnson, told the network audience the paid couple be heard night in the Peet Piper, another Greenwich Village hot music spot and Nick's.

Condon's boss, Nick Bongetti, did a spot and bounced Condon from the latter showed up for work later. Instead of checking, because the jazz men, continually on duty at Nick's, have bailed out. They will return Bongetti having to lay out a dime for a press agent. N. Y. Eltona had secured a spot for last winter when Nick Bongetti's picture.

## AFM Rules Bill Finegan Must Honor Heidt Pact

Horace Heidt has been upheld in his breach of contract complaint against Bill Finegan, who left the international exec board of the AFM.

AFM president left Heidt for Tommy Dorsey, who allegedly offered more money, but his contract called for some arrangement for work after last year, which Heidt has prepaid, so Finegan must honor his contractual obligations.

## Ronald Wise to Classic

Ronald Wise, former associate manager of the N. Y. Philharmonic, has joined the Classic Record Co. as general assistant to El Oberstein.

## Ekstine Band Set For Southern Tour

Billy Eckstine, Negro singer, comes the leader of a band and goes on a southern tour beginning June 1 in Atlanta, Ga., and ending in St. C. William Morris agency, which handles Eckstine, had been planning a one-night try for him for some time. So far he's set from June 11 through 24th.

Ekstine will baton a band formed especially for the tour by trumpeter Dizzy Gillespie, who will have charge of the combo. The band have been signed for 14 dates by Deluxe Records.

## Marks Gets Injunction Against Separate 'Doll' Song Royalties Actions

Four claimants for the royalties earned by songs by Duke Ellington composed by the late Johnny S. Black, will now have to settle among themselves the respective claims. The sum earned by the luno and who is the rightful owner. An injunction was granted last week by Judge J. Mark Music Corp., publisher of the song from Federal Judge John Bright in the case of Sallie Black Black, alleged widow, Willie Ick Black and Mattie E. Shanks from proceeding with individual actions against Marks, each claiming the royalties.

Article 11 of the conflicting claims, has deposited with the court more than \$17,434 earned by "Doll" from 1935 to 1943. The court also awarded damages of \$10,022 against the Court Holland, N. Y., and its owners, Anthony D. and Nicholas Spina, for alleged infringement of four copyrights.

## LUZZI ELECTED TO 4TH TERM BY PHILLY AFM

Philadelphia, May 23. Frank P. Luzzi was reelected to a fourth term as president of the American Federation of Musicians, in one of the hottest elections in local AFM history. Balloting, which took place Thursday (18), was marked by bitter recriminations against the music industry.

Luzzi defeated Jimmy Perri, business agent and investigator, by a vote of 72 to 62. Luzzi, 42, is a former Romeo Cella, former president of the AFM, elected several times, defeating the incumbent, Ralph Kirisch, 40 to 280. A. A. Tonello, also a former president, ran second for vice-president with 300 votes.

Others chosen: Guy Scula, secretary; Joseph G. Kammer, assistant secretary; Joseph Bosile, S. treasurer; and Daniel J. Kelly, S. secretary.

Members of the executive board: Frank M. Glick, president; Fred Solt, Charles Baron, John Acciennetosa, Louis Ingber, Scula and Cella were chosen delegates to the national AFM convention. Oscar Molawer was elected counsel.

## Marine Buddy Rich Draws Medical Discharge

Buddy Rich, former drummer with Tommy Dorsey, received a medical discharge from the Marines Friday (20), after serving his army.

Rich had been mulling formation of a band but, since he has had several phone chats with Tommy Dorsey and it's quite possible he will reorganize his orchestra, but that outfit within the next couple weeks. Krupa has been formulated a plan to reorganize his orchestra, but that won't occur until Dorsey finishes a forthcoming concert and dance tour.

## New Grand Label Due For June 15 Market

New record label, financed and produced by life band member connected with Grand and Wenmar Records, N. Y., is expected to make its first release about June 15. Under a Grand label, selling at the initial price of \$1.00.

either Bob Raeburn's orchestra or Al Trace's orchestra, both of which are being reorganized at WOR studios.

## Tax Blast Chasing Bands Out of Town, Benefiting Hungry N-Nite Ops

### Al Donatone, Pacted To WM, Dueling With MCA

Al Donatone, based in New York, to William Morris agency, does four months of bookings set up by Music Corp. of America after it leaves the Palace hotel, San Francisco, (Monday, Thursday, Saturday, Sunday) saves on the spots Donatone will play the reason for them going through that agency. Leaders will pay split commissions.

Borrowing of bands back and forth between various bands agencies is an old story and in such a business commissions are always divided. Donatone's agency, however, is unusual in that it will be maintained for so long.

### T. Dorsey, Et Al, Give Up Negotiations to Purchase Santa Monica Ballroom

Negotiations for the purchase of the Palisades Ballroom, Santa Monica, Calif., owned by Tommie Dorsey and other leaders and managers, fell through after the spot was given a check by Dorsey's personal rep. With a discrepancy between \$600 and \$800, the deal was figured out. Dorsey was to be a good potential Coast base for his operations and also a serious rival to the Palisades Ballroom, Hollywood, which he and many other leaders refuse to play. The current salary offers.

Dropping of plans to buy the spot was based on the estimated cost of refurbishing the building.

### LUNCFORD CATALOG BOUGHT BY DECCA

Decca Records last week acquired another music catalog. It took title to the catalog of Luncford and his manager Jimmie Luncford and his manager, Harold O'Leary. No details of the deal have been given.

Final disposal of the catalog to Decca is the result of several negotiations between the two principals, all of which fell through. Last, was about 15 months ago.

### 3 Chi Faves Open In N. Y. Area This Week

There are three band openings in the N. Y. area this week and, unusually enough, all outfits involved are Chicago favorites. Chi names who are worth big money in the area and considering the fact on the east coast where they are comparatively unknown, have been in the moving end of the market.

Three taking over N. Y. spots are Lawrence Welk, who replaces Art Kessel at the Edison hotel, tomorrow night; Thursday, Bob Strong, who opens same night at the Waldorf Astoria; and Wednesday, N. Y. and Eddy Howard, who goes into the Palace's Terrace Room, New York, Friday (26).

### Berlin, Robbins Jointly File Infringement Action

Suit charging copyright infringement was filed last week by Irving Berlin, Inc., and Robbins Music Corp., in a combined action against Mel Vernon Arena, Inc., Arena on Wheels, Inc. and W. Schultz, operators of a skating rink in Mel Vernon, N. Y., last week. A federal court was notified.

Defendants are charged with publicly performing for profit, without license, on March 25, 1944, and other times, "When They Ask About You," "Berlin copyright," and "Do Nothing You Hear From Me" copyrighted by Robbins.

An injunction and damages of at least \$250 each is sought for unlawful infringement.

### ELMORE, WHITE SWITCHES

Elmore White moved from Broad-

One-night operators, who were hurt badly during the early days of the war when transportation difficulties closed the road to the east, stand to benefit nicely from the effects of the 30% tax on niteries.

The wage war and of dancing, the road stand to benefit nicely from the effects of the 30% tax on niteries.

Bud agents in the east are thankful that so many of the pre-war opportunities and some completely new ones are opening this year. If they hadn't planned to resume, the hard business would be in a fix, with road jobs at a minimum and no money to recoup the year's expenditure due to the 30% tax. Agency oneside.

Many bands are lined up at many hands of all callings on the road this year as possible, after the path was cleared by the tax on niteries. Bookings, and as a result agencies have single dates scheduled on such bands as: Brown, Woody Herman, Sam Savitt, Jess Fields, Johnny Long, Duke Ellington, Franky Ford, Duke Ellington, Tommy Dorsey, Bob Strong, Jimmy Kaye, Guy Lombardo, et al.

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### Air-Time for Old-Fashioned Resorts on Bands

Jersey shore resorts, which, pre-war, were almost summer necessities, are being hampered in a desire to reopen. The new, available air time for remote. Networks have been recently approached the past few weeks to run lines into pre-war sites.

There are three band openings in the N. Y. area this week and, unusually enough, all outfits involved are Chicago favorites. Chi names who are worth big money in the area and considering the fact on the east coast where they are comparatively unknown, have been in the moving end of the market.

### HEIDT PLANS DIVORCE FROM MCA ON HANDLING

Horace Heidt announced his intention of filing charges of improper representation against the Music Corp. of America. Charges will be detailed this week at the Musicians Union headquarters here. Heidt has been in the business since 1935, owns the Trianon Ballroom in Southgate, and has been affiliated with MCA for six years.

His current MCA contract, which the agency has refused to cancel, will expire on June 30. It is worth about three months, after filing the Heidt claim, before the Musicians Union can take summary action.

### QUITS CRA CHI OFFICE

Alan Richardson, head of Consolidated Film Agency, Inc., resigned from his post last week and returned to N. Y. Split came after alleged pro-union manager, Charles Green, CRA head in N. Y.

Mrs. Richardson assertedly has severed all ties with the firm which she decided on.

## 0-Day Extension In 'Hit Parade' Suit

American Tobacco Co. and Foote, Cone & Belding, an agency on the Lucky Strike "Hit Parade" account, requested and were granted a 90-day extension on the 20 days they had to answer preliminary papers in the suit brought by Music Publishers Holding Corp. Suit, specifically by American Music, one of the MPPIC (Warner Bros. combine) firms, is based on—though it's not legally the cause of the suit—is the alleged breach of "Don't Sweet, Heart."

Suit charges "inaccuracies" in the program's rating of "hit songs" and is more or less a test case in behalf of the entire music industry for almost without exception, has for years objected to the "Parade" method of grading tunes.

## LYMAN TO REORGANIZE BAND; SET THEATRES

Abe Lyman will reorganize his orchestra around mid-June. He is leaving Music Corp. of America his last figures on going back to work as a theatre. Theatre route will be set after that turn off, June 30.

Lyman has been resting in California for several months. He is able to take orchestra after being unable to fulfill an overseas tour for USO-Camp Shows, in a circumstance Lyman Finegan, who is unable to clear his music through their draft boards.

## Ayres Breaks Up Band But May Reorg Soon

Mitch Ayres' orchestra was broken up last Friday (19) following drive theatre, Milwaukee, where the Andrews Sisters. Breakup is said by Ayres to be only temporary; he has been called to work at the front and isn't likely to be soon since he is in the service.

Leader is working on a radio angle and, if it materializes, will reorganize the band within a few weeks.







*Wherever there's music*

**IT'S ROBBINS MUSIC!**

**A SCREEN HIT!**



Dick Haymes' great ballad success in 20th Century-Fox's **FOUR JILLS IN A JEEP**



**HOW BLUE THE NIGHT**

Lyric by **HAROLD ADAMSON** Music by **JIMMY McHUGH**

**A STAGE HIT!**



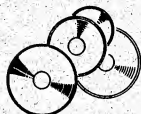
Sung by Frank Parker in New York's box-office smash **FOLLOW THE GIRLS**



**WHERE YOU ARE**

Lyrics and Music by **DAN SHAPIRO, MILTON PASCAL** and **PHIL CHARIG**

**A RECORD HIT!**



150,000 records sold and in demand on juke boxes from coast to coast



**I LEARNED A LESSON I'LL NEVER FORGET**

Lyrics and music by **JOE DAVIS**

**A RADIO HIT!**



A song of hysterical impertinence by the ablest demolition expert of them all



**UMBRIAGO**

Lyrics and Music by **IRVING CAESAR** and **JIMMY DURANTE**

**ROBBINS MUSIC CORPORATION • 799 Seventh Avenue, N.Y. 19**  
**JERRY JOHNSON, Gen. Prof. Mgr.**



















## Plays on Broadway

### Shows in Kearsa

## Plays Out of Town

## Dream With Music

Golham Cavalcade Theatre is n't so active, soliciting subscribers in its plans for a repertory theatre on



# OBITUARIES

## GEORGE ADE

George Ade, 76, newspaperman, playwright and playwright who plays in slough brought a new and refreshing idea to American drama when he died May 16 at his home in Kentland, Indiana, after having suffered three heart attacks within the last year.

Ade was master of the Yankee epigram, the flip wit, the wisecrack, the one-liner. His wit, made slanting literary. His light-fabrics were his forte, but he also was a poet who wrote Broadway's pot of gold. His initial effort, written in slant, was a comic opera, "The Sultan of Sulu," produced in 1909 with Frank Moulton in the title role.

Other plays were "Peggy From Paris," "The Sho-Gun," "The Fair Coat," starring Elsie Janis; "The Hot Town," for playhouse and stage, all being musicals. Also "Father and the Boys" for the late William H. Crane; "The County Chairman," starring Macklyn Arbuckle and which incidentally catapulted that actor to the Broadway dom; "The College Widow," "Just Out of College," "The Bad Samaritan," "Harris, Coville and the Fekham's Carouse" and "Nettie." Later, more musical yet filled with a healthy, hard-boiled realism that had long since become synonymous with Ade.

Ade forwarded goodly shares of his royalty checks home to keep his parents in comfort, his wife, Mrs. Ade, died in 1910, and he had fallen into some kind of disheveled racket. He could never recognize himself in the picture that paid such large dividends. His mother understood, however, and hoped she might, as Ade once said, "be able to show her mother a picture of her son." Ade also authored several motion picture scenarios for the silent, among them being "Our Little Sister," "Back Home and Broke" and "Woman Front."

Although Ade travelled extensively, he liked New York and its people, especially actors and sportswomen. He was married to Mrs. Lamb, and whenever in town had made the clubhouse his residence.

## CLYDE HAGER

Clyde Hager, 57, vaude performer and songwriter, died of a heart attack May 21 in a hospital in New York where he was on service camp tour as member of the "Camel Caravan." Although suffering for two weeks from a heart ailment, he refused to drop out following "the show must go on" ideology.

For more than 20 years, Hager died a vaude single that parodied street scenes or "Pittsburgh" and "New York" in his act. He claimed he got the inspiration through hiring a girl for a while for a scene in Chicago during a siege of unemployment. He later used his experience as an act that was slandering years. In addition to vaude stunts he was featured in original cast of "Hallelujah" and had a two-year run at Billy Rose's "Diamond Horseshoe," N. Y.

Known to his pitman act, Hager was learned with Walter Goddard in a piano tune. It was during this time he tried to get a song written. His best effort was "That Wonderful Mother of Mine."

Survived by two sons.

## NEWTON I. STEERS

Newton I. Steers, 67, president of the Fox Film Mfg. Co., died May 17 after 17 years before he retired in 1942. He died May 15 in White Plains, N. Y.

He was a partner in the company and general manager of James Macbeth & Co., taken over in 1903 by E. I. Fox, who later became director and general manager of special products division of the company.

Leaving his work in 1925, he became head of Fox Film Mfg. Corp., the film studio, and general subsidiary of E. I. du Pont.

Survived by widow, four daughters, a son, in the Army Air Forces, a brother, and a sister. One of the sons, Margaret, is overseas with the American Red Cross.

## WALTER SCOTT

Walter Scott, former manager of the Cleveland Indians, died of a heart attack May 17 in Cleveland, May 17. Started in the business in Milwaukee, his hometown, at age 25, he was operating an amusement park there.

Coming to Cleveland in 1925, Scott managed the "Bandbox Review,"

starring the late Joe Penner, on road tour. For three years he supervised Empire and Columbia, busy stunts, for Sampana Munkheim. When they folded, he moved to Milwaukee and Buffalo. Few friends knew that after he retired from show business, Scott turned around and sold detective stories to pulp under six different pseudonyms.

Survived by married daughter.

## HARRY B. BURTON

Harry B. Burton, 70, former vaude performer and producer, died after a heart attack in New York, May 18. He had done a single for years and later appeared with several partners.

After retiring from the stage some years ago Burton managed several theatres for the Orpheum circuit, including Des Moines and Seattle. After that he acquired a Keith agenting franchise while he died. He married Virginia Rankin, also of vaude, who survives him.

He had recently managed the Bijou Theatre, vaude unit, in May of 1943.

MRS. NELLIE CHESTER

Mrs. Nellie Chester, 83, founder of Pollard Lilliputian Opera Co., died May 18 in New York. She had been in Tennessee of a theatrical family. Mrs. Chester organized an opera company of children's theatre in age from 8 to 16 years, and during the world during the last quarter before the war, 1914, going to Europe of light opera.

Among the children who toured Europe with her were: Fredrick Pollard, William Brown, Freddie McNamara and Walter Catlett.

Survived by three sons, a daughter and a sister.

## AUBREY HIXMAN

Aubrey Hixman, 74, died in London, April 30. With his brothers, he opened first Music Hall, which is now controlled by I. W. Schlesinger. Hixman was a director of Biograph and a producer of "The Sign of the Cross," the forerunner of the present Gaumont-British Co. film.

Survived by original W. & A. Films and later with General Film Distributors, Ltd.

Survived by widow, son and daughter.

## FELIX BASCH

Felix Basch, 55, film actor, died in Los Angeles, May 17. In Cedars of Lebanon hospital. After starting his career in Vienna and winning honors in Berlin as a director and producer for the Ufa, he moved to Hollywood several years ago to work in American productions.

He had numerous war picture titles including "Chetniks," "Destination Unknown" and "Cross of Lorraine." Survived by widow, Eric Freund, former Viennese actress, and a son, in Army.

## JOHN G. SCOTT

John G. Scott, 60, retired vaude performer, died May 17 in a hospital in New York. He was a member of the vaude team of Bisset and Scott, died in Brooklyn, N. Y., May 14.

He was a member of the standard act for years in vaude, playing top circuits here and abroad. They were with George M. Cohan, Blanche Hayes and others in show biz and literary world.

Survived by husband, former circus clown and animal trainer.

## IDA HOWELL

Mrs. Wally Hupel, 78, comedienne known on Broadway as Ida Howell, died in Port Orchard, Wash., May 18. She was widely known as singer and comedienne in the 1920s, '30s, both in U. S. and Europe. Born in Indiana, she was a friend of the George Ade, and was married to George M. Cohan, Blanche Hayes and others in show biz and literary world.

Survived by husband, former circus clown and animal trainer.

## MOSS SAMUEL MYERS

Moss Samuel Myers, 76, director of Associated Theatre Properties, died May 18 in New York. He helped finance Gaumont-British, aided in popularizing Covent Garden, and was a member of the London Stock Exchange. He was a member of London Stock Exchange. He was a member of London Stock Exchange.

Survived by widow, son and daughter.

## VINCENT ROSE

Vincent Rose, 63, composer of pop songs and one-time band leader

(with Jackie Taylor), died May 19 in Rockville Centre, L. I.

He was in Palermo, Italy, he came to the U. S. in 1897 and for some years led an orchestra in Chicago before moving to New York. He was a composer, having done many songs, among them "Avalon," "The Girl in the Park," and "The Girl in the Park." He was a member of ASCAP.

## ARTHUR HIGBY

Arthur Higby, 79, music hall and pantomime comedian, died in London, May 17.

For more than 40 years he had appeared in sketches, pantomimes and musicals, lately being musical comedy writer and producer. Survived by widow, son and daughter.

## WILLIAM A. ALBAUGH

William A. Albough, 74, booker of concert attractions in Baltimore, died May 18 in New York.

Although spent a lifetime in show business, he was a nephew of John W. Albough, who operated a theatre there in days of Booth, Barrett and others. A son survives.

## ARTHUR J. OHARA

Arthur J. Ohara, 56, for the last nine years, died May 19 in New York.

Federal services were held from his home May 22. Brother and sister survive.

## CLARENCE A. PATTERSON

Clarence A. Patterson, 53, theatre booker, died May 19 in New York.

He was a designer of many theatres he was with, retirement in 1930. He was a booker of theatres for Fox Theatre Enterprises.

## IRVING THALBERG

Irving Thalberg, 76, father of William Thalberg, died May 12 in Hollywood. Formerly in the real estate business, he had been in retirement for several years.

## BESSIE WILSON LEONARD

Bessie Wilson Leonard, 56, wife of Gene Leonard, actor, died at her home in White Plains, N. Y., May 16.

Mother of Vincent Youmans, composer, died May 21 at Archmont, N. Y. Survived by son, daughter, and brother.

## JOHN LOCKERT

John Lockert, 45, film editor for 12 years at RKO, died May 14 in Hollywood.

## L. W. ZIMMERMAN

L. W. Zimmerman, 44, AGVA representative, died May 22 in Hollywood. Survived by son and daughter.

## MARRIAGES

Evelyn Lucas to Stanley Ross, Chicago, May 16. Groom is member of the Lowe, Elie and Stanley act.

Elizabeth Mills to Col. May 18. Los Angeles. Bride is secretary to Milton Brown in New York; groom is member of Bow agency.

Ann Corrie to Bob Williams, San Antonio, Tex., April 20. Bride is the burlesque and screen poet; groom is in vaude.

Paulette Goddard to Capt. Burgess Meredith, Beverly Hills, May 21. Bride is the American actress; groom is screen actor before joining the Army.

Elizabeth Koch to Tommy Lee, Pittsburg, May 13. Groom is manager of Perry Theatre.

Ellen Carter to Leon Vetas, Parkersburg, W. Va., May 1. Groom is brother of Chris Vetas, circuit vaude performer.

Elizabeth to George S. D. Mad-dock, Jr., Port Lauderdale, May 20. Bride is secretary to Lawson Fyner, M. McCann-Erickson, radio executive.

Catherine Jordan to Dr. Adrian C. Jordan, Dallas, Texas, May 17. Groom is a doctor; bride is a nurse.

Boris Gwin to Lt. (jg) William Townsend in Dallas, recently. Bride is a nurse; groom is a doctor.

Eden Ryt to Elyan Alken, New York, May 20. Groom is a radio actor; bride is a singer.

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# Literati

## "Fruit" Sour In Michigan, Too

"Strait" Sour, the novel based on the Michigan Police, has been ordered by the Michigan Police to determine if it will meet a similar ban, as the police court case.

Case, acting on complaints received, visited the book store and found it. The book was found to be unduly remote from the book of sale and circulation. He explained that the book would not be sold in the matter which would boost the sales.

However, on meeting, opposition to the book publishing, the book circulates the book restricted to adults, and the Union Book Shop, maintained by the UAW-CIO, he obtained a ruling from the prosecutor's office. The latter reported that under Michigan law the book could be banned in the state without being fully adjudged obscene. State law permits banning books on a single objectionable paragraph, phrase or even word. The police censor held that the four-letter word in the book was sufficient to obtain a ruling, but decided to let a Circuit judge decide the case.

John W. Whitely, secretary editor at Metro, arrived in New York from the Coast early this week for a stay of around two weeks.

Will discuss story properties while east.

## Seaver's Autobiography

Edwin Seaver, 360-page collection of "New American Writing," "Cross-Section," will be published May 24. It contains 17 short stories, 17 short stories, 2 full-length plays, a critical essay and 26 poems, none ever published before.

## Fadiman's N. Y. Visit

William J. Fadiman, science editor at Metro, arrived in New York from the Coast early this week for a stay of around two weeks.

Will discuss story properties while east.

## CHATTER

Renee de Mornick summering at Fire Island.

Joe F. Busch to the Asiatic war theatre for life.

Lloyd C. Douglas gets into N. Y. to write a book.

Jessica Rawson now N. Y. editor "Magazine Digest" of Toronto.

John W. Whitely, secretary editor at Metro, arrived in New York from the Coast early this week for a stay of around two weeks.

Will discuss story properties while east.

## Minority Rights

Continued from page 3

holdings, with coin being turned over to the bank for a possible sterling. Rank, from accounts held for two-thirds of the Loew's holdings, was estimated to be about 20th bought one-third, or approximately 8% of the total outstanding.

In addition to the stock owned by 20th and Rank would divide the Loew's holdings evenly.

Arriving in New York over the past weekend by Clipper after 14 weeks in London, Skouras was accompanied by Francis Harley, 20th-Fox managing director in England.

As previously reported, 20th is planning to provide physical distribution facilities for Eagle-Lion U. S.

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## BIRTHS

Mrs. and Mr. S. H. Hilaire, daughter, Los Angeles, May 16. Father is photographer at Columbia.

Mrs. and Mr. Sol Rosen son, New York, May 19. Father is with 20th-Fox art department.

Mrs. and Mr. Fred E. Pennell, son, Los Angeles, May 16. Father is manager of Allied Theatres of Michigan.

Mrs. and Mr. Eric Stacey, son, Hollywood, May 17. Mother is the former Frances Stunette, of "The Girl in the Red Velvet Swing."

Mrs. and Mr. Dan Thomas, son, Pasadena, May 17. Father is with Ruthrauff & Ryan agency radio department on West Coast.

Mrs. and Mr. Graham Whinn, daughter, New York, May 20. Father is in Warner Bros. publicity center.

Mrs. and Mr. Sheldon Kaplan, son, New Rochelle, N. Y., May 17. Father is with George C. Kohn, legal adviser to WOL-Madison, mother former Helene Brown, a writer, for Young & Rubicam agency.

Mrs. and Mr. James Farrell, son, New York, May 17. Father is with "This is the Army" organization, called "D. Fisher Be a Letter."

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# LULU BATES

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# BUY INVASION BONDS—5th WAR LOAN DRIVE! Motion Picture Industry Goal—12,000,000 Bonds

YON 1-32-18

Published Weekly at 154 West 45th Street, New York 19, N. Y., by Variety, Inc. Annual subscription, \$10. Single copies, 25 cents. Entered as second-class matter on December 28, 1916, at New York, N. Y., under Post Office No. 374, as provided for in Act of October 3, 1917. POSTMASTER: PAY TO THE ORDER OF VARIETY, INC. ALL RIGHTS RESERVED.

VOL. 154 No. 12

NEW YORK, WEDNESDAY, MAY 31, 1944

PRICE 25 CENTS

## THEY CAN SAVE THE WAR

### Uses Astrology to Handicap Horses So 'Winnings' Can Back His Show

By JACK PULASKI

Picking horses by astrology, and the attendant expectation that the winners will provide the backing of a musical show, is the fantastic notion of a composer-author, Charles Park who is the author-composer and rather well known on Broadway as an author of whose association has earned him a living in recent years. He wrote the book and score of "Hallelujah, I'm a Sailor," and has been trying to get it produced. The chances of it reaching the boards are now bright, he feels.

Park, who formerly worked in the Klaw & Erlanger office and also for music publishers, is reported making accurate predictions through astrology, and friends suggested that he try his stuff on the horses. About a month ago he entered the field of race selectors, it being claimed that his winning percentage is running way ahead of any other handicapper. Understood that a metropolitan New York daily offered Park a \$500 salary for his selections, but he refused because of his production idea.

The author gets up a list of 20 races and "guarantees" that at least 10 will run first or second. Park figures that his clients, made up of people not in show business, will invest at least part of their winnings in "Hallelujah," which, it is estimated, will cost around \$70,000.

In a race handicapper selects two winners in an eight-page card he is rated very good. Astrologer Park has been picking 'em for about two months and, prior to that time, he had very little interest in the ponies. Sam Park, a brother, is also a playwright and often makes the managerial rounds with scripts, several having been produced.

### Phil Ober, Vivian Vance Find 'Over 21' Trouping Overseas a Great Test

"Over 21," the first leg play sent to the war fronts by USO, is inspiring great audience response from American soldiers, according to a letter received from Philip Ober and Vivian Vance, who are in the cast. Reaction is such that USO is forming another company of the comedy victors in Ruth Gordon, who is appearing in the play at the Music Box. "Over 21" is being sent to North Africa," the letter reads.

"We're having the most terrific, exciting, absorbing and testing time of our lives over here. You begin by throwing away the book of hard-core, hard-boiled theater and take as pleasure, since I don't know what else to do here. You play a good, old, good, good, good, audience reaction, and you're in it. Each time you

(Continued on page 42)

### 56-Yr.-Old Rope-Spinner Heads AK USO Troupe

Talk of the troops in the South Pacific area is an A. K. USO troupe, led as Unit No. 89, which has been out a year, working in several theatres and won't quit. "We won't go home until the shootin's over and while there are any American soldiers in want of entertainment," say these old timers.

One is Jack Cavanaugh, 56, overseas vet of last war, who does rope tricks and cracks jokes. Another is Basil Fomene, 42, Russian-born oak leader who plays the accordion. Others are Joe Torsky, 34, magician from Frisco, the unit's "baby," and Gene Emerald, 36, Milwaukee singer and m. c. Unit has traveled over 80,000 miles by air, ship, train and jeep, from Africa to Italy to Australia to the South Pacific. Claim to have done over 400 shows.

### Non-'Aryan' Exhibs In No. Africa Still Sans Their Cinemas

Non-'Aryan' theatre operators in North Africa, whose properties were confiscated by the Vichy regime, have been refused consideration by the Charles DeGaulle government there and no houses have been turned back to these owners despite representations made to H. Bonnet.

(Continued on page 43)

### PIX WON'T BACK MEN IN UNIFORM

Film Companies Hold Back  
Reissues with Top Male  
Stars, Now in Service, to  
Prevent Commercializa-  
tion of Uniform

SKIP RENTAL MILLIONS

Despite the film shortage claimed by many theatre operators throughout the country (due to long runs in key cities), and the sharply reduced lists of male stars, major film companies have been holding back on reissues of features with screen personalities currently in the armed forces, in order to prevent their exploitation for boxoffice purposes in connection with the military honors they have won in the war.

Few pictures with Hollywood heroes have been reissued since Pearl Harbor, despite the ready market for such product and the marquee strength which theatre operators would welcome at this time. In-

(Continued on page 27)

### MORE SHOWFOLK INTO THE POLITICAL RING?

Recent wins of Helen Gahagan Douglas and radio commentator Hal Sides in the California Democratic primaries for Congress seems to have been the impetus for other

(Continued on page 20)

### Film Biz Plans 6,000 Preems to Sell 12,000,000 Bonds in 5th War Loan Drive

By MORT KRUSHEN

#### Making Faces Subject To 30% Nightclub Tax

St. Louis, May 30. The false whiskers, putty nose and wisecracks dished out by Ira A. Huskison in his Hindell Tavern, Valley Park, Mo., a resort center near St. Louis, are subject to the new 30% amusement tax, according to the Internal Revenue Dept. in Washington, which also ruled last week that the electrified or collapsing chairs in the spot do not make for entertainment liable to the tax.

The local Internal Revenue office accepted Huskison's word that the place looks more like a museum than a barroom, as it is full of burlesque contraptions and electrified devices, but was anxious on whether making faces, giving imitations and wearing false faces constituted entertainment, at least taxable entertainment.

#### Earmark \$5,000,000 To 'Sell' Wall Street And Wipe Out Stigma

With a reported \$5,000,000 budget ready to be plunked down over a five-year period, the New York Stock Exchange is eyeing radio, meg, newspapers and other public relations media for a campaign to build goodwill and take the sting out of the words "Wall Street." Recent decision of the Exchange, it is understood,

(Continued on page 42)

Film industry leaders are aiming for 6,000 or more War Bond premiums during the Fighting Fifth War Loan campaign starting June 12, in an effort to double the 3,000 bond premiums held during the Fourth War Loan drive. Twice as many premiums, as well as thousands of special children's matinees, remeries, are expected because of the concession made by distributors for theatres in towns of less than 7,500 population, in providing films free of charge for those situations.

With a large proportion of the motion picture industry's working personnel in the armed forces—virtually all of the remaining workers in studios, theatres, exchanges and home offices have been drafted for the greatest War Bond selling campaign developed during World War II.

Objective during the Fifth War Loan drive is the sale of 12,000,000 individual war bonds. The film industry is aiming for 30% more in Bond sales than during the Fourth War Loan. Through the medium of motion pictures hundreds of thousands of others have been recruited for the \$16,000,000 Fifth War Loan drive beginning June 12. On the Coast alone some 25,000 volunteer bond sellers will join film and radio stars in a salute to Secretary of the Treasury Morgenthau in a rally at the Hollywood Bowl June 14. This will follow War Bond prems scheduled in Texarkana, New York and other cities. The Hollywood show, with Secretary Morgenthau delivering a War Loan message, will officially launch the Southern California Film War Loan campaign. Film salesmen have been assigned (Continued on page 41)

### "Sell More Than Before"

On the eve of the great invasion, the U. S. Treasury Department has again called upon the motion picture theatres of America, because of their strategic importance as a powerful communications and sales medium in every community, to spearhead the Fifth War Loan campaign to sell \$16,000,000,000 in War Bonds.

It should not be necessary for Uncle Sam to have to remind his allies and employees in show business that it's an important job. But there is always the danger of complacency, the need to guard against the fallacy that it will be easy to sell \$6,000,000,000 in "E" bonds alone.

Show business has made an enormous contribution to the entire financing of the war, setting a pattern, an example and a rate of progress which has not been equaled in less imaginative industries.

First, and foremost, in any bond-selling drive is the theatre manager or operator. The Treasury Department wants as many of the 16,500 theatres as possible to serve as issuing agents or sub-agents for the sale of "E" bonds during and after the Fifth War Loan campaign. While thousands of motion picture theatres are already

authorized issuing agents or sub-agents, the Government wants many more.

Not only theatres, but every branch of the industry must be enlisted in the Fighting Fifth War Loan drive—just as every branch of the industry is represented on the motion picture industry's huge service flag which now carries 36,890 stars.

It is well to remember, if selling bonds seems to call for strenuous effort, that among these 36,890 blue stars are 150 gold stars, "that shine for those who have paid the supreme sacrifice for freedom."

The motion picture industry has gone over the top in every bond-selling drive in which it has participated. Under the chairmanship of Bob Hays, president of New York exhibitors, the most important days from June 12 to July 8.

It's up to everybody in every branch of the motion picture industry—exhibition with 25,000 of its people in the armed forces, distribution with 3,100, production with 6,500—to back those men and millions of others in uniform by selling and buying more bonds than before.

### Plenty Moola for Coney This Summer As B'klyn

Resort Opens Season

By JO RANSON

Outdoor "Jiving Pilgrims" with their "Gone with the Wind" give Brooklyn's Coney Island, proletarian mecca, a cyclonic 1944 season, according to the wise boys on strand. This summer the island is reminiscent of old rush days, and the game and ride ops can hardly wait to take the moola from Home Americans.

This year will mean a series of staggering trips to the banks, according to Coney's "peddlers of Commerce, and brother, they ain't kiddin'. And the Man With the Whiskers has his summer at the island is reminiscent of old rush days, and the game and ride ops can hardly wait to take the moola from Home Americans. This year will mean a series of staggering trips to the banks, according to Coney's "peddlers of Commerce, and brother, they ain't kiddin'. And the Man With the Whiskers has his summer at the island is reminiscent of old rush days, and the game and ride ops can hardly wait to take the moola from Home Americans. This year will mean a series of staggering trips to the banks, according to Coney's "peddlers of Commerce, and brother, they ain't kiddin'. And the Man With the Whiskers has his summer at the island is reminiscent of old rush days, and the game and ride ops can hardly wait to take the moola from Home Americans. 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# RKO Meet June 7 to Add Directors; Buyers of Odlum Stock on Board?

Annual meeting of RKO Corp. stockholders has been set for June 7 at Dover, Del., when by-laws are scheduled to be amended changing the restrictive from nine to possibly 11 or more directors.

Understood that representation on board is to be given to buyers of Floyd B. Odlum's preferred stock.

RKO annual report officially last week shows net profit at \$9,964,003 for the year ending Dec. 31, 1943, as compared with \$7,362,241 the previous year. The consolidated net is equivalent, after dividends on the preferred, to \$2.16 on the common.

Report states that 1944 operations continue to show improvement, exceeding those for the same period last year.

Domestic rentals increased 35% in 1943, the picture subsidy showing \$7,398,000 in profits before company interest and income and excess profits taxes, as compared with net loss in 1942 of \$2,146,000.

Theatre operating subsidies showed combined net earnings in 1943 of \$4,441,241 before taxes, compared with net loss in 1942 of \$3,940,377 in 1942. During 1943 there was a net profit of \$2,393,300, as compared with \$3,300,000 in the combined funded debt.

At the present time neither the parent company nor the picture company has any funded debt, exclusive of inter-company debt, according to the report.

## Allas Voting Power Kept By RKO Common

Allas Corp. (Floyd B. Odlum) has been out of the talk in RKO preferred holdings for around \$50,000 while at the same time retaining its voting power in the picture company by holding on to its RKO common shares. Both the preferred and common now have equal voting power since, after years were paid off, making it highly feasible to retain the common. Previously, the preferred stock voted as a block equaling one-third of the total RKO voting strength. This was because by-laws read that when accrued dividends exceeded \$7.50 per share, the preferred had this additional voting advantage.

Allas now has more than 900,000 shares of RKO common while other corporations which Odlum controls bring his total common holdings in RKO. It's understood, to around 1,290,000 shares.

Odlum is reported not to have disposed of all RKO common shares since the shares held by Ogden Corp. and American Trading Corp. should bring his total common stake to around 640,000 shares. Allas registration statement covered 57,337 preferred shares.

In registering with Securities & Exchange Commission, Odlum is reported to have also listed the RKO common shares in his name so that he is technically in a position to have any part of such holdings should he decide to do so.

## O'BRIEN AND RYAN'S GENE FOWLER YAK

Second picture for Pat O'Brien and Paul Ryan, star-studded combination, will be "Special Extra," Gene Fowler's latest novel dealing with his early reporting days in Denver, B.C., published by Viking Press. It is due to hit the stands this summer.

## Markson Back in Pix

Capt. Ben Markson has received a medical discharge from the Army on a report to Republic for work on his original screenplay, "Moonlight and Roses," a Jane Withers picture. Markson was in the Army for almost two years.

## McG's Lachrymose Starler

Hollywood, May 30. Metro is rounding up an all-star cast for "For All Your Tears," to be produced by Carey Wilson from a story by Harry Ruskin.

Story deals with wartime life and much of it will be filmed on location in the San Francisco Bay Area.

## Warner's 800G For 3 Legitims

With Warner Bros.' acquisition of "Chicken Every Sunday," current Broadway play, for \$250,000, that makes \$800,000 in all which WB invested recently in the Broadway play properties. Last week it signed "Junior Miss," the Ed Chodorov-Joe Fields play, for \$425,000, and \$125,000 for "Wallflower" by Mary Orr and Reginald Denham, currently under Meyer Davis' banner at the Cort. Hal Wallis was interested in the latter two.

"Chicken" is the work of the WB writing-producing team, Phillip and Julius Epstein, and it was figured it would wind up on their lot, although others were interested in it.

Metro bought an old John Van Druten play, "Darius," for \$50,000.

Current Saturday Evening Post of a two-part serial of U. Navy activity in the South Pacific, entitled "The Navy," written by Commander William C. Chandler, former 20th-Fox publicist, which has been bought by the same company.

Commander Chandler is a director to the staff of the Office of the Chief of Naval Operations.

## WB Ends 1943-44 With Only 19 Pix Releases; 21 Films in Backlog

A record low in the number of feature releases for any major producer-distributor will be the 19 which will round out the current (1943-44) season for Warner Bros. Company in pre-decree days delivered between 20 and 30 feature yearly.

With the beginning of the new season this Sept., WB will have a total of 21 pictures in its backlog, which based upon this film year's releases, would carry it for another entire season. In addition for the 1943-44 season, WB will have two pictures under release plans.

## 'WIND REAPING PAR'S TOP GROSS, \$4,000,000

Domestic rentals on "Reap the Wild Wind," Cecil B. DeMille production, "The Commandments," and first sold at advanced admission prices (during the past season at regular prices on general release) have reached the \$4,000,000 figure in gross distribution returns.

This is the only leading role picture for Par on any tanker, record of \$5,000,000 being held by another DeMille picture, "Ten Commandments," which, when released in 1923, "For Whom the Bell Tolls," not yet in general release may top "Reap the Wild Wind" eventually.

## U. S. to Judge Disney Inkler Pact Dispute

Hollywood, May 30. Contract dispute between the Walt Disney studio and the Screen Actors Guild will be settled at a three-cornered meeting with Uncle Sam sitting in as referee. Louis L. Livingston, representing the Conciliation Division of the Department of Labor, called for a conference starting June 1.

A "jam" on product, and lack of availability of theatres on Broadway has reached a point unprecedented in the history of the street, with a surplus of product, some of it "A" calibre, in a highly questionable position as to dates.

These pictures include "Since You Went Away," David O. Selznick's high-budgeter which doesn't know where it will land. Another is "The Hair-Apparell," Jules Levey's production for United Artists release which is ready but has no assurance as to where it might be exhibited. A possibility for "Ape" is the Capitol.

Extended runs and the control of showcases by various distributors has created a booking logjam which automatically is delaying national releases in some cases, while in others innumerable pictures being shown elsewhere, are lying on shelves of the N.Y. exchange for a long time awaiting first-run bookings. This, in turn, is holding up circuit dating such as Lewis and RKO in the Greater N. Y. area, plus subsequent runs playing behind these major chain outlets.

## Roxy and Par

Twentieth-Fox, which has the Roxy as its showcase, has no time for any outside product, not to be the Paramount, controlled by Par. Latter hasn't sufficient room, so it happens, to take care of extra Par product which, of late, has been dropped into any lesser spots available to the company such as the Globe, Victoria and Criterion. Loew's, which has the Roxy, has provided space for dating for outsiders there as well as at the Criterion, which it also controls. Universal, recently having been bought at the latter, U. A. is also throwing much of its product into the little Rialto in order to move it.

U. A. like U. without a permanent theatre outfit has used the small Victoria and also the Globe (formerly Cental) because it can't find anywhere else to spot its pictures. Paramount, which has the largest number of U. A. titles, is badly bottled up. Playing "Benadict" for 18 weeks, it will also have "The Sign of the Cross" on a probable long run. Meantime, the Music Hall, which all distributors are looking at, is now expected to be a lengthy run with "White Cliffs of Dover" and follows that with "Columbus" (Oscar Upton Time).

(Continued on page 7)

## Selznick Vs. 20th Over Jones Deal

Los Angeles, May 30. David O. Selznick, still in Superior "Court" against 20th-Fox, asking relief from an agreement involving the loanout services of Jennifer Jones. Actress was recently sued for \$913,800 for her asserted role with "Columbus" (Oscar Upton Time) picture, "Laura."

Selznick declares he had granted the Westwood studio an option on Jones' services during the period when she was not employed by him, but that the agreement was that she should be the only leading role in potential pictures, "betting her standing as an artist." Sun charges 20th-Fox with obtaining the loanout of "Laura" without first submitting the script.

Original suit, by 20th-Fox against the star, demanded \$133,000 for losses in time and production preparation and \$300,000 as the value of her "Angels" Agency contract.

## Goetz to London Soon

Ben Goetz, back from Culver City govtovics with Metro studio execs, plans departure for London shortly. His head of M-G-M film-making in London, with Sir Alexander Korda as producer.

# DeSylva May Also Get Indie Unit With Par, Wallis Cues New Pattern

## Milestone Stricken

Hollywood, May 30. Lewis Milestone, sickened by appendicitis while directing "Guest in the House" for Hunt Stromberg, is recovering from an emergency operation.

Meanwhile, John Cromwell has been borrowed from David O. Selznick as director to continue picture.

## \$104,000 Indie May Hit \$1,000,000 B.O.

"Women In Bondage," produced by Herman Milinkowsky for Monogram, at a budget of \$104,000, is expected to gross close to \$1,000,000, being one of the biggest revenue producers in the history of that company.

Film parallels the Eddie Golden episode at RKO. Golden having produced "Billie's Children" for under \$200,000, filming time \$300,000 gross. Further similarity exists between the two pictures, namely, life in Nazi Germany.

Bondage, the story of women in Nazi officers' clubs, with Nancy Kelly, Gail Patrick, Gertrude Michael and Bill Henry.

Milinkowsky, responsible for the low-budgeter, was a w.k. European producer, first in Germany for UFA, in pre-Hitler days, then in England and France, his European collaborators, including his former partner, Pasternak, Billy Wilder, Henry Koster, Zoltan Korda and Robert K. Rasker.

He produced "Bondage" shortly after arriving here from Casablanca in 1943, and as a result of producing crime in this country, was named a producer-director pact by Republic, where it starts on "Face in the Fog" in July.

## 'Decision' Legit Cast Likely for Pic Version To Be Made in the East

Legit cast of "Decision" is likely to be used in the screen version of the play, under deal being negotiated by E. L. Alperson, with Edward G. Robinson and Edward Chodorov, producer and author of the piece. Alperson is scheduled to close for the screen right to the play this week, planning the film as the first for release under his six-picture deal with United Artists.

Chodorov is to write the screen version and direct the picture, from accounts. Plans are to produce the film in New York.

Deal is on a partnership basis, with the legit producer and screenwriter, Alperson and Chodorov. Latter is scheduled to leave New York for the Coast in about two weeks.

## E. M. LOEW SETTLES 'DISTRICTS' SUITS FOR

Boston, May 30. Stipulations were filed yesterday in the U. S. District Court discontinuing the suits brought by various major distributors, against the E. M. Loew circuit, grounds of alleged infringement of payments on percentage picture.

Judge J. J. Kaplan, of the law firm of McClellan & Felt, attorneys for the plaintiffs, today stated that the cases have been settled by the agreement by the circuit of a substantial sum representing in the aggregate amounts ascertained by an audit of the circuit's books for a period of six years prior to the commencement of the suits.

The Master filed his report on May 28, terminating the hearings before him on the ground that the actions had been settled.

Barney Balaban has intimated that if Buddy DeSylva wants a unit setup, rather than the full Paramount production he is now carrying, a deal may be worked out. DeSylva has some 19 months to go under his present pact with the studio. Under v.p. Y. Frank Freeman. Latter came out to huddle with the Par press on DeSylva's status.

Hal B. Wallis Productions was formally confirmed with a gala sock-lashery last Thursday (28) at N.Y. Joe Hazen, Wallis associate, had told intimates that the idea of a Wallis Productions setup within Par—akin only to Cecil B. DeMille's deal and, in a lesser sense, the Pine-Thomas Productions—may possibly lead to other producers setting up limited responsibilities, as against worrying about an entire program of pictures.

The Wallis-Hazen deal, exclusively reported in "Variety" weeks ago, will have the First National Bank of Boston, as a partner. The deal will make two to four pictures a year, the first being "The Searching Wind" by Lyda Hill, starring Ethel Barrymore. Meantime, Miss Hellman has been announced as under an exclusive writing deal for Wallis, meaning she's concentrating on screenwriting "Wind."

## McKewen New Wallis Aide

Hollywood, May 30. Walter McKewen, who recently wound up a producer contract at Paramount, is understood to be rejoining the Wallis-Hazen deal as a member of the new Hal Wallis production setup, functioning as executive assistant.

## DAWSON QUITS WB FOR PASCAL BRITISH DEAL

Hollywood-May 30. Ralph Dawson, one of Hollywood's top film players, is leaving Warners to head a new unit for Gabriel Pascal in England, under a long-term contract.

Pascal tried to borrow Dawson for two pictures, but Warners nixed the deal. Dawson is expected to hit the turnover, Dawson signed with the British outfit, not being under contract to the Burbank lot.

# VARIETY

Trade Mark Registered  
FOOTNOTES BY JIMMY STEINBERG  
Published Weekly by VARIETY, Inc.  
154 West 47th St., New York 18, N. Y.

SUBSCRIPTIONS:  
Annual, \$10.00; Foreign, \$11.00  
Semi-Annual, \$5.00; Single Copies, 25c  
Vol. 154 No. 10 No. 12

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DAVID VARIETY  
Published Weekly by  
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154 West 47th St., New York 18, N. Y.

## Morgenthau Calls on Film Industry To Do a Bigger Bond-Selling Job

Henry Morgenthau, Jr., Secretary of the Treasury, in a message to Bob O'Donnell, chairman of the industry's Fifth War Loan drive, states, "In the coming Fifth War Loan Drive it will be more important than ever that the motion picture industry—producers, distributors, exhibitors—do a bigger job for War Bonds than ever before. With invasion in the background, the time has come to match our all-out military effort with a corresponding all-out sales effort.

"The \$18,000,000,000 drive goal, \$4,000,000,000 to be raised from individuals alone, is the greatest yet. To achieve this goal will require our best efforts.

"Our contribution to victory will be measured not primarily by our accomplishments in the past, but by our ability to meet the nation's pressing needs in the present."

Re T. Gamble, national director of the War Finance Administration, the Treasury, in his appeal for renewed efforts, states, "The motion picture industry has done a magnificent job in behalf of War Bonds.

"During the Fifth War Loan campaign the industry will again concentrate on the sale of 'E' Bonds.

"The theatre seat works so well as the medium to measure the bond sales of the individual theatre.

"To raise the kind of money that will be raised it will be necessary for the motion picture industry to do a bigger and better job than ever to take the ingenuity of showmen to the limit."

"I am confident, however, that when the drive is over and the results assessed, the motion picture people of America will occupy a high place in the honor role of the nation."

### MPTOA CALLS EXHIBITS TO SELL MORE BONDS

Motion Picture Theatre Owners of America has called on its membership to make an on-the-spot effort to sell more bonds during the Fifth War Loan drive despite that heavier taxes and higher cost of living are making it more difficult to sell War Bonds. Ed Kugerkand, MPTOA press, advises exhibitors not to let the drive slip off credit for good for the job.

"These campaigns," states Kugerkand, "offer the individual exhibitor an opportunity to build good will in his own community such as he has never had before and probably never will have again. Enlightened exhibitors and patrons are connected with the drive by the many considerations of future business relations and patronage show clearly the individual and personal advantage of these extra efforts."

### Newsreels' Function

By WALTON C. AMENT

(Chairman, Newsreel Division)  
American newsreels are fully prepared to back the Fifth War Loan to the limit. Acting as an industry, the newsreels will carry special Fifth War Loan bulletins, and will make reels, making the direct appeal to motion picture audiences to invest in war bonds.

Presenting the news of the Fifth War Loan campaign itself, the newsreels will show audiences a representative and newsworthy part of the many special activities connected with the drive, such as rallies, extraordinary speeches by public figures and unique war bond news of human interest.

But undeniably the greatest contribution that the newsreels can make, and will make, will be to continue to present the sometimes grim, sometimes triumphant, but always inspiring news of America at War. The heroism of our fighting men in action in all combat theaters; the dead and wounded Americans—the men whom we must support with every means at our command, will be shown.

With our country on the brink of the greatest military victory in its history, the newsreels will spare nothing to present it, and the events which surround it, with complete accuracy and candor to the American people. This alone will be the most compelling reason to join the Fighting Fifth.

### Beall's Rallyhoists

Ray Beall, national advertising and publicity chairman for the Fifth War Loan campaign, last night, May 29, urged the motion picture industry—publishers and exhibitors, who have been handling this phase of the drive.

Those included are S. Seidler, serving as advertising consultant; Gil Golden, president of Martin Starr, radio; Al Finestone, trade press publicity; George Ettinger, publicity; Foe Harkins, newspaper syndicator.

### Need More Theatres

To Become Issuing Agents for U.S. Bonds

Robert W. Coyne, assistant national director, War Finance Division of the U. S. Treasury, urged the motion picture industry to become issuing agents for U.S. Bonds.

"It naturally assists in the War Bond program for theatres to be authorized to sell U.S. Bonds," Coyne. "In towns where this is not feasible banks have been requested to sell U.S. Bonds."

According to the Treasury Department, issuing agents are directly authorized by the district Federal Reserve Bank and are responsible to the bank for the bond stock, whereas sub-agents are not controlled by the bank. Coyne, however, is authorized by the local banks.

Four reasons given why every theatre should become an issuing agent or sub-agent are: 1. The more authorized agents are the greater the opportunity for the sale of 'E' Bonds. 2. Postoffices, banks and department stores are usually closed, thus giving theatres a better chance to sell bonds. 3. Exhibitors can sell bonds Sundays when practically all other theatres are closed. 4. Exhibitors are regarded by the Treasury Dept. as the most prominent-minded group in the theatre business.

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### Sauter's Rally Lunch

Entertainment Industry Section of War Finance Committee of N. Y. State will hold a lunch tomorrow (Thursday) at Post House to discuss plans for use of radio-telephone-screening talent and production material for the Fifth War Loan Drive.

Seventy-five representatives from all branches of the entertainment industry will be present. James E. Sauter, committee chairman, will preside.

### War Officials Credit Pix With

115,000,000 War Program Assist

Washington, May 30.—Pictures are credited with a \$115,000,000 annual assist in the Government's war program by two OWI officials.

Data was given to the House Appropriations Committee considering the OWI budget by George E. Brady, Jr., head of the agency's Domestic Branch, and Thurston L. Healy, assistant executive director of the Overseas Branch.

CIAA, committee on the war, held hearings on body's budget, and turning down its production of films and the OWI budget, and the OWI job over to the industry to handle directly on a commercial basis.

House last Friday (26) approved the OWI budget, but recommended that for OWI and CIAA, passing the OWI budget to War Agencies Bill, which included the OWI budget, without so much as the change of a comma. Both organizations fared well.

CIAA, which is cutting down its activities, asked a total of \$19,174,000 for the OWI budget. The OWI budget, \$2,000,000 to complete a year, was not entered into last year. It got \$18,000,000 plus the authorization.

### Times Sq. Cash Register To Record Bond Totals

Spectacular indicator, devised to record the progress of the Fifth War Bond drive, is to be erected in Times Square by the N. Y. motion picture campaign committee under the chairmanship of Charles B. Moskowitz of Deau's.

A "cash register" 40 feet high will be constructed at 4th St. and Broadway, with numbers recording the sales daily from more than four feet high. Keys of the register will weigh more than two feet in diameter.

### Exhib Finske's Bond Primer

Louis J. Finske, exhibitor state chairman for Eastern Pennsylvania, has outlined a bond premiere and bond sales primer which should be useful to theatre exhibitors throughout the country in the Fifth War Loan drive starting June 12.

By outlining a bond premiere and bond sales primer, exhibitors in towns under 7,500 can place their own bond premiere in 1, 1943 and not under contract (without cost).

"E" posters are. Do not announce premiere too early. Do not hold premiere early in drive. Time to that it will come later in the drive and bring out new money. The premiere is the strongest selling factor in the drive.

Make the premiere a big local event. Do not have a club, etc. or other added attractions on stage. Keep the exhibitor's name.

Be sure to include National Anthem in the program. To become a sub-issuing agent exhibitor should contact the neighboring bank which will arrange that the bank become a sub-issuing agent at the bank same as regular deposits.

In a quiz about bond-selling Finske outlined the following: "Q. I don't believe that bond premieres sell any new bonds. They give the premium to the bank. We are going to buy anyway."

A. The Treasury Dept. states (figures prove that). The bond premiere is one of the best media they have for creating enthusiasm and interest in the drive. It is a good month before and after is terrific, and sells bonds, to see 500 or 1,000 people who have bought bonds drive home the story of those who haven't, the psychology of the drive.

A Bond Premiere on the opening day of the drive does not sell new bonds, but properly timed in the middle or slow period of the drive, a premiere is a fine stimulant.

The Bond Premiere has its faults, but we find a better sales aid to help our Government let us do the best we can.

Q. "I haven't time or can't sell all the bonds allotted."

A. Contact the War Finance Group (Continued from page 13)

### 'Speed the Decision'

By R. J. O'DONNELL

National Chairman, 5th War Loan Drive  
The emotional climate of the war can deny the fact that all indications point to invasion. Invasion multiplies automatically our obligations to our boys, our Government and our home. In the second and third War Loan drives, the Army and Navy, our rookies and untried sailors. The Fourth War Loan proved that they had made rapid strides in salesmanship, and now with the Fighting Fifth upon us they are tried and true. We have a great trust in them to maintain, and a greater responsibility in the future. Nothing short of sweat and destruction can stand in the way of the mightiest effort we have ever put forth.

Today our duty is first, to finance this invasion; second, to foster every patriotic effort to stand the American Government and the American people, and somewhere in the deep, distant background, our obligation to your business.

Every one of you have to do to read the headlines, listen to the stories of your relatives and friends as to what is happening to their boys, to further strengthen your obligation to the Fifth War Loan Drive.

Every showman putting forth his best effort can speed the decision—15,000 showmen can't be licked!

### Opening of 5th Bond Drive Marks 27th Month of Hollywood Finance Comm.

#### O'Donnell's Staff

Motion picture industry Fifth War Loan Committee consists of:

R. J. O'Donnell, national chairman; J. J. Kennedy, vice-chairman; John J. Friedl, campaign director; Ned E. Depietri, distribution chairman; Leon J. Berger, assistant distribution chairman; Ray Beall, publicity director; Claude L. Conner, treasurer; Joe Kinsky, campaign coordinator; Leonard Goldenstein, industry sales agent; Gus Ginsberg (Hollywood), industry sales agent.

More than 15,000 of the 20,000 regular employees in the industry are now working on the war bond drive plan, and totaling these investments and cash purchases, the industry averaged 10.5% of its payroll.

Henry Ginsberg, chairman of the Committee, states, "We are proud of the value of the war bond in this nation's effort and their own future security."

Hollywood Committee was the first group of enterprises and patriotic men to get started in the war bond drive. Hollywood is an all-industry basis and its organization policy has served as a pattern for many other all-industry efforts throughout the nation.

The Hollywood drive served as a campaign in experiment in the 10% payroll deduction program. The Hollywood drive was the first in the bond-buying plan, emphasizing the investment values, before it was established by the middle of May, 1942, the committee urged the 10% investment for industry workers and their families.

Later radio and outdoor advertising media were employed to further the program.

The Hollywood pattern for selling bonds was picked up by newspapers in the magazine, and in the country and similar format was adopted by other industries.

One of the reasons given for the success of the Hollywood campaign is that it was entirely based on the logic appeal to the individual. It has been a campaign to educate workers to invest for the future and adjust living standards accordingly.

Before the Hollywood Committee established a sound bond program last week, by the middle of May, 1942, some 15,000 workers were subscribing to the payroll savings plan and the industry was selling over \$25,000 weekly in bonds.

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### 12,000,000 Bonds

Continued from page 1

to call on all theatre managers throughout the U. S. to go over plans for the premiere and take orders for bond trailers and advertising accessories. In many instances, where the theatre managers haven't the money to buy extra War Bonds, they reported that employers are prepared to buy the bonds for them.

Particular emphasis, meantime, is being laid upon the importance of the smaller theatre in bond drive activities. Pete Magazun, who operates a small circuit of 10 theatres, all in Eastern Pennsylvania, has placed a Bond Poster in each of his theatres. Housers aver, "We are doing a great job."

Value of Bond Trailers during the Fourth War Loan campaign was the "Dark" in the Paramount picture room in Los Angeles when a projection room was sold. In Don "Tender Comrade" netted \$50,000 in bonds for the 50 seats available.

### MORE BOND NEWS

On page 13.



# JOIN THE FIGHTING

"God Willing ..."

—General Dwight D. Eisenhower

"We in the armed forces look to you at home for inspiration and steadfast support to carry us to the victory which ultimately will be ours. The success of the Fifth War Loan will provide that inspiration and support. United at home and abroad we push forward. God willing, our joint efforts will be crowned by complete success."





**OBJECTIVE  
NO. 1**

# INVASION SHOWMANSHIP

Ammunition to back up your enthusiastic patriotism for the most crucial undertaking of our country's life. You will have a more complete line of campaign aids than ever before. Four trailers. Watch for your press book that talks your language for every type of high-powered promotion—press, lobby, radio—for small towns and large. And theatre accessories that are the battle-dress of your Campaign.

**YOUR BIG  
PREMIERES**

**OBJECTIVE  
NO.2**

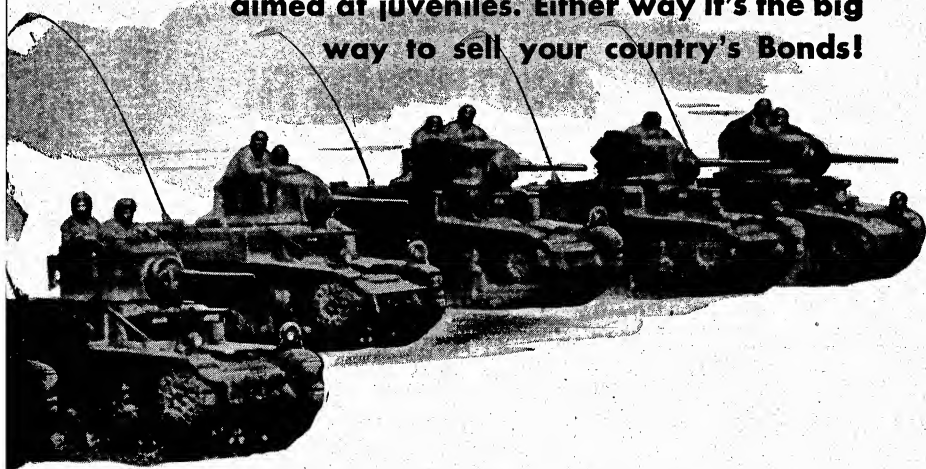


**OBJECTIVE NO.3**

**YOUR  
STAGE**

# BOND

**Bond Premieres are the bond fire of the campaign! Every theatre in all the land can have one, with full cooperation of the distributors. There are two handlings; one, with appeal to your regular audiences. The other, a "School's Out" Premiere with appeal aimed at juveniles. Either way it's the big way to sell your country's Bonds!**



# BOND SHOW

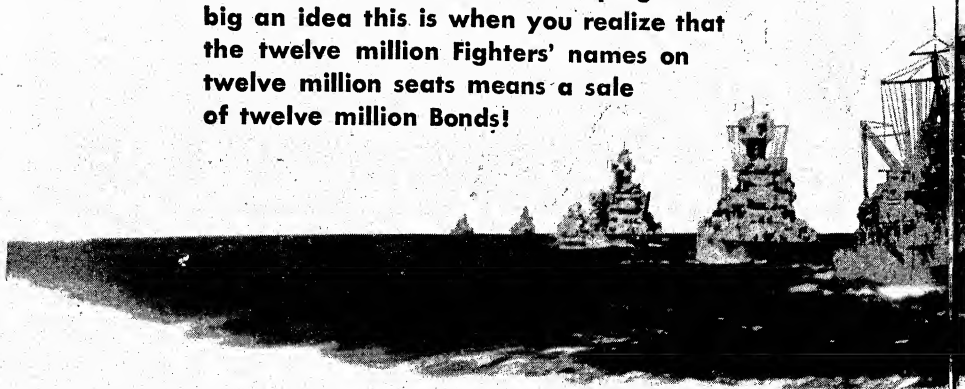
**A big Bond Night with a Service show on stage! Using service men (made available by Camp or Service Organization), or radio personalities, or local band. This idea has been a big asset in previous drives. It might be your feature of Flag Day (June 14), or during the week ahead of July 4th. Also may include talk by a disabled Vet, if there is hospital locally. To make matters simpler, scripts on entire presentation are available in the press book.**



# OBJECTIVE NO. 4

## YOUR 'FIGHTING-FIFTH HERO' LOBBY

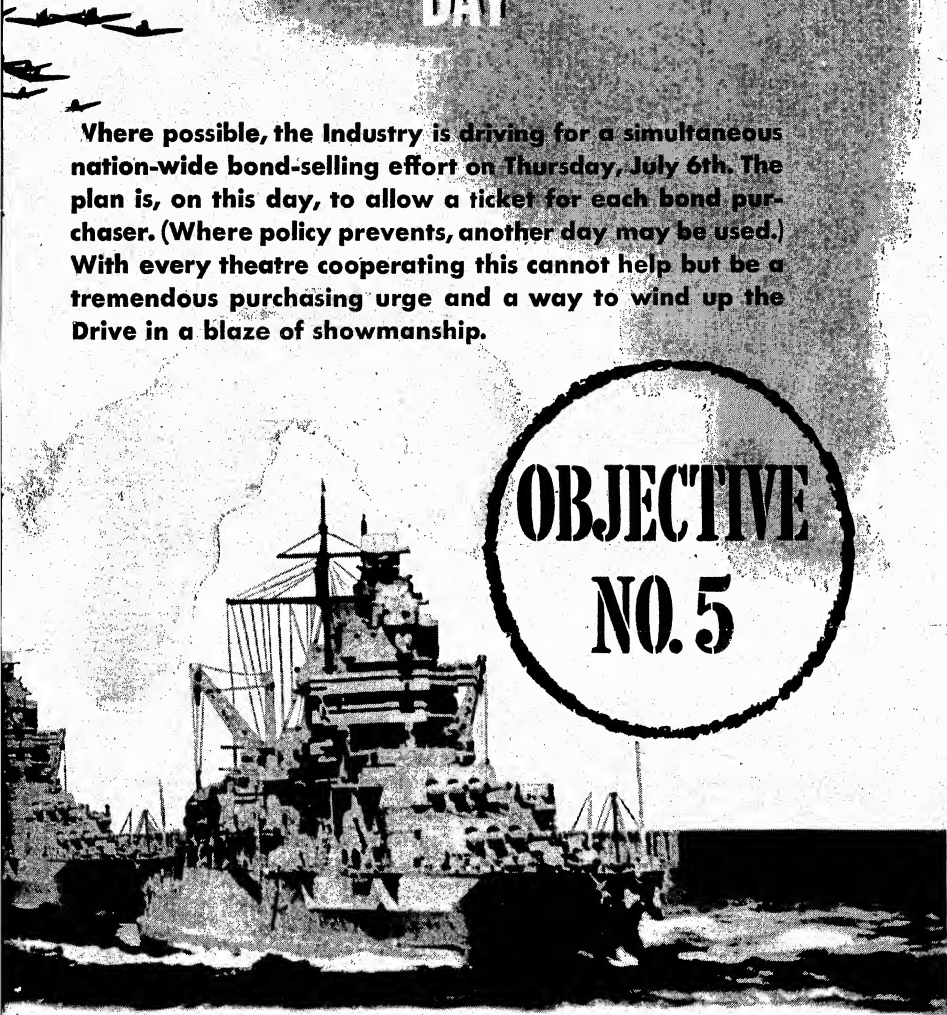
This is an important new twist on the "Bond-for-Every-Seat" approach. Use the lobby blow-up of seating arrangement offered in your free accessory kit. In place of each seat it shows a soldier's figure. Each purchaser of a bond is privileged to have his hero's name written on one of the figures in the chart. (Press book shows exactly how to do this.) You can judge how big an idea this is when you realize that the twelve million Fighters' names on twelve million seats means a sale of twelve million Bonds!





# YOUR FREE-MOVIE DAY

Where possible, the Industry is driving for a simultaneous nation-wide bond-selling effort on Thursday, July 6th. The plan is, on this day, to allow a ticket for each bond purchaser. (Where policy prevents, another day may be used.) With every theatre cooperating this cannot help but be a tremendous purchasing urge and a way to wind up the Drive in a blaze of showmanship.



**OBJECTIVE  
NO. 5**

THE FIGURE BEHIND THIS FIGURE  
IS YOU, THE EXHIBITOR!

# 2 3 4<sup>TH</sup> 5<sup>TH</sup> WAR LOAN

## *You - and the Invasion...*

The undersigned companies take this opportunity to acknowledge with grateful hearts the job that has been done by you, the exhibitors of America. You are at the forefront of the home front, the most direct contact with the public. We join hands with you in this greatest undertaking our industry has ever faced. May God be with our boys on all the fronts of danger. Let us each do our part, with all our energies, giving to this effort day and night our fighting hearts.

THIS MESSAGE WAS PREPARED AND INSERTED IN THE TRADE PRESS BY: COLUMBIA PICTURES CORP., METRO-GOLDWYN-MAYER PICTURES, PARAMOUNT PICTURES INC., RKO-RADIO PICTURES, INC., TWENTIETH CENTURY-FOX FILM CORP., UNITED ARTISTS CORP., UNIVERSAL PICTURES COMPANY INC., WARNER BROS. PICTURES INC.





DARRYL F. ZANUCK'S  
**THE  
PURPLE HEART**

They keep getting Bigger



**BUFFALO  
BILL**  
IN TECHNICOLOR!  
325 spots tag it Big  
in boxoffice action!



**THE SONG  
OF  
BERNADETTE**  
A miracle of **BIGNESS**  
from Coast to Coast!



... from the biggest figure

AND WATCH FOR

The most important event in 50 years of m



# \* Bigger & Bigger!

Betty Grable  
**PINUP  
GIRL**  
IN TECHNICOLOR!  
Betty's **BIGGEST** rolls  
up terrific grosses at  
nation's boxoffices!

**20<sup>th</sup>**  
**CENTURY-FOX**



*in the industry!*

**THE  
EVE OF  
ST. MARK**  
Watch its "power and wide au-  
dience appeal" (Daily Variety)  
at world premiere, Roxy, N.Y.

tion picture entertainment

DARRYL F. ZANUCK'S

**WILSON**  
IN TECHNICOLOR

## Conserving Freon, Theatres May Cut Cooling Hours, Raise Temperatures

Theatres equipped for freon refrigeration, which do not have a surplus of this highly rationed material on hand, are being urged to close down or expecting patrons to accept it out as in pre-cooling hours. In order to conserve supply, where there is any last year's hold-over, operators will probably reduce cooling hours when the machines are on.

An expert in the theatre engineering line, Eric Erickson, of Paramount executive, doubts that much can be saved by maintaining a higher temperature that in the past pointing out that real conservation can be attained through operating the machines fewer hours. This may mean, it is added, that systems will not be put on in the morning as early as used to "cool off the theatre" and that also they may be turned off earlier at night. Pointing out the same time to Erickson that this conservation measure also means protecting the machines themselves as well as lessening the loss of the freon by leakage. No one so far has been able to prevent leaks from various theatre operators have been able to salvage some of the now-unobtainable freon at the cost of a far more by pumping the chemical back into the machines and sealing them airtight.

While there are refrigerating systems employing chemicals or gas other than freon, the majority of theatres throughout the country are equipped for the use of freon. Manufactured exclusively by DuPont, though scarce (obtainable) is used in an appreciable number of theatres, including in N. Y. City, Carline is put out by the Carrier Engineering Co. Ammonia is also used for cooling but mostly in smaller places such as restaurants and bars, where a methyl chloride substitute was recently put on the market.

Principal difficulty facing exhibitors with equipment built for freon is that they can't convert to use of other chemicals due to the expense of getting new equipment. It is difficult, as it is to keep recent equipment in service and it is estimated it is necessary to wait a month or more to get parts that have been ordered. This is itself may be a problem with regular on being of theatres this summer.

Freon from whatever is available most of it being taken by the Government for use in preserving foodstuffs, blood plasma, and other raw materials in insecticides. A certain amount goes to hospitals in this country as well as to the Government, where Government work is being performed.

## RKO SALES CONVESH IN N. Y. AROUND JULY 23

Ned E. Delmont is planning to hold the RKO Pictures annual sales convention in N. Y. around July 23. With the Office of Defense Transport clearing convention travel for many other industries, indications are that arrangements for the meet will have to be made. Some of the midwestern delegates may be re-routed owing to the Department National Convention in Chicago July 18-20, which may jam transportation facilities.

## RKO Sets Network

RKO Pictures has set up elaborate plans for radio plugging of "Days of Glory" based on the Russian background starring Timonov and George Beck. Kick-off signatories in Pittsburgh, Buffalo (4) with a dramatic all-show featuring Timonov and Paul Stewart, radio actor, over WJZ and the Pennsylvania network (27 stations). High spot of campaign will be broadcast on June 14, 11:30 a.m. in Philadelphia, via WCAU, at dinner to which the Russian ambassador has been invited.

## Ratoff Goes to 'Hers'

Hollywood, May 30. Director chose on "Where Do We Go From Here?" William Perlin production at 20th-Fox, goes to Gregory Ratoff, with the first started for Aug. 26. Campaign for the film which is being written by Ira Gershwin and Kurt Weill.

## RKO Plans 34 Films, 8 Indie Productions, For '44-45 Schedule

RKO has tentatively set 34 features, besides about eight outdoor productions, for its 1944-45 program and plans going down on production to let the market at it now, exists. N. P. Rathvorn, RKO presy, revealed in N. Y. Monday (29) on his return from about two weeks on the Coast. Rathvorn, said that Sam Goldwyn, Walt Disney and International (Goetz-Spitz) would supply the important outside picture next year. He was enthusiastic about "Casanova Brown," Gary Cooper starer for Goetz-Spitz, their initial production for RKO release. He claimed that initial rushes on Edward G. Robinson's picture, "The Man Who Knew Too Much," which the Nazis also looked good. Company is jointly interested in this film.

RKO will continue to turn out a number of lower budget productions next year, Rathvorn stated. He didn't think there was films would be as profitable as now. But there will be elaborate features including three in Technicolor, besides "The Flame," which is a French production. He cited the still rising cost of production, and said that the time element has up to the point.

**Radio Bally**  
RKO complements keeping its radio show on the air. It is a radio show, having options whereby it might cancel later. Rathvorn saw radio as a definite medium for the company's exploitation step rather than an expedient, resulting from the shortage of radio time. He said that the RKO radio show was purely an exploitation step and in no way linked with the production program.

RKO will reveal its television alignment likely next week, according to Rathvorn. Company has a plan to use television for the promotion of its films. He explained the interest RKO holds in the projected film studio in Mexico City, which is being built, as a service plant open for Mexican producers to hire space for their productions.

## COL. CLEFFERS WORKING OVERTIME ON TUNING

Hollywood, May 30. Columbia's music department is working in shifts to keep up with the demand for tunes required by the tunings. Studio is crowded with freelancers in addition to the musical staff. Films causing all this melodic activity are "Tonight and Every Night," "Battle Ship Blues," "Under Western Skies," "Kansas City Kitty," "Meet Miss Bobby Socks" and "Beauty and the Beast."

## Todd Displaces Moore As Chi Ops Examiner

Chicago May 30. Edward J. Moore, city examiner for Chicago and Cook counties, was removed from office last week by Mayor Kelly and replaced by Joseph M. Todd. Moore was given for his removal except that it was "for the good of the service" and the thought another man could do a better job. The job has always been regarded as belonging to the Chicago Moving Picture Operators Union, Local 110, and it is now being fought by the union, trying to determine the cause of the mayor's action. Joseph M. Todd, brother of Thomas E. Malloy, one time car of the operator's union, who was fired from the job, was removed from the job after he and his brother had been indicted in a conspiracy to defraud fraudulent scheme of licensees. Indictment was later quashed.

## Joe Franklin Back

Joe Franklin, the Canadian showman, is on tour to his old home after six months in Miami Beach, convalescing from a major operation for the prostate gland. Head of Franklin & Herschfeld Theatres has been ill some time.

## Studio Contracts

Hollywood, May 30. Marjorie O'Brien, dancer, Metro. Dorothy Watts, model, renewed. Dottie Bracken, player, renewed. Patricia Morison, player, renewed. Dwight Cummings, writer, 20th-Fox. Barbara Burns, player, optional. Audrey Trotter, player, Metro. Jerry Meade, model, 20th-Fox. Marion Hutton, singer, Universal. Karl Russell, player, renewed. Parvaneh, player, optional. Virginia Belmont, player, RKO. Dana Drake, four-picture pact. Elaine Riley, player, optional by RKO. Nancy Foster, player, Paramount. Peter Cooney signed for three pictures in a year at Hollywood's public. Dan Mainwaring, writer, Pine-Thomas. Dick Powell, two-films per year. RKO. Ray Holden renewed, Metro. Paul Hest, player, optional, RKO.

## TV Show on How To Offset B.O. Dip

Minneapolis, May 30. Taking cognizance of a belief that an important factor in off grosses may be a year at Hollywood's public to hug their radios for first news of the European invasion, Radio City theatre, here, in all of its newspapers, is promising to broadcast the news from the screen as soon as it comes over the air. The theatre is already informed of all subsequent developments.

There has been a tie-up with KSTP, whose Minneapolis studios are located in the building with it. As part of that tie-up, KSTP broadcast several minutes of the latest news from its newsroom over the house's public address system.

"KSTP to broadcast invasion news (when it happens) to Radio City theatre is the live circuit, all the theatre's newspaper advertising copy."

One opinion—being advanced in show circles locally as to the cause of a virtual collapse in boxoffice receipts is that it's not so much pre-invasion critics to blame as the fact that multiplying taxes finally are coming up with the consuming public and cutting down purchasing power to a degree that now really hurts movie business.

## LOEW'S 28-WEEK NET UP OVER '43 TO \$7,442,698

Loew's Inc., net profit for last 28 weeks of company's fiscal year ending last March 16 totalled \$7,442,698 as compared with \$6,376,228 in corresponding period a year ago. This is equal to \$4.46 per common share, against \$3.83 in corresponding 28-week period a year ago. The 1943-44 fiscal year, which is lower than the \$19,625,511 reported for corresponding period in 1943. Loew's reserved \$7,285,853 for federal taxes as compared to \$6,800,000 in 1943. Company wrote off \$2,000,000 as reserve for depreciation and Federal taxes, and \$1,000,000 for depreciation. The company reported a net profit of \$1,871,288.

## 'Horseshoe' for Gaxton

Hollywood, May 30. William Gaxton, who knows his Broadway, draws a top role in "Diamonds Are Forever" at 20th-Fox, starring Betty Grable, who makes her first appearance before the lenses since her stage was built.

Picture, starting in June, will be George Seaton's first chore as a director. The picture is being produced by the Gaxton family.

## 'Ghost' or 'Beaut'

"Caterpillar Ghost" (M-G) will have been at the Paramount Theatre, June 15. Sales execs this week will decide whether to go to the current "Here, Private Hargrove," at the Astor, N. Y., with "Ghost," or to pre-empt the "Technicolor murder" "Beauty and the Beast," ready for release, at the house.

## "Joe to Frank"

By Joe Laurie Jr.

New York.

Dear Frank Scully:

This is a belated answer of corresponding, with the paper about you and all, but it shows that we have nothing to conceal and it may give Dick and Abel something to read.

Your letter was swell and I enjoyed it very much, but I did take exception when I said I wouldn't know certain big names, because they never played the Palace, the only thing they played was alone, but they're pretty good boys and should have been in the Palace. I didn't know Milton Hightower, please leave out definitions (especially French ones) in your next letter because you got me all mixed up. If a "Variety" mucker ever gets caught knowing a definition he gets slugged out the joint. When I wrote about problem acts I meant guys that remove their clothes quick and make different characters, running in and out of entrances. I used the word problem because I saw it in their billing. I didn't know Milton Hightower, you wrote about the guy who was a musical artist, then became poet and novelist, and to make it worse, a successful one. But I did know that Charlie Parry was a great actor and a great writer. I again! quick-change artist she did a skit. "The Comstock Mystery."

There were a number of very good Q.C.A. in vaudeville. Do you remember Raymond? This fellow was Ben Hur and wrote the great R. A. Roberts and Elzenga, who are now vaudeville troupes: Arthur Bernard, Fitzgerald, Isadore Cotton, Carson Rivoli and the gentleman that outlived them all, Owen McGovern, who was a great actor and a great writer. Lee and Willy Zimmerman were impersonators, putting on wild beads and paper-mache noses to impersonate well-known men.

My own opinion was to take with a Dutch dialect and "My next impersonation fell pie-Guess." Then he'd put on a Teddy Roosevelt makeup. How could he miss? Henry Lee was a great actor besides doing fine comedy. He would come in at the theatre, look out the house and say, "Ladies and Gentlemen! I will now give you a few impersonations of great men past and present. If you do not recognize them the fault must be your own." Consequently every body applauded each impersonation as they didn't want to be at fault.

You are right about the old troupsers from vaudeville and burlesque saving a damn show. The boys were a team of such much respect as entertain at the Colonial, Keith's Union Sq., Keith's Boston, Shea's Buffalo, Majestic in Chicago and the Orpheum out west. They've invented the "Espinero" looking and so on, but the clever boys, the long and dark, and the prattles. It isn't that they don't like drama, but they have no time to do up look policy. The tempo for soloer entertainers is double fast and furious. The tempo for soloer entertainers is double fast and furious. And there's lots of em still around.

## Great Teams

I was thinking of the many great partners that stuck together for years. The greatest percentage of "old partners" are the two-wick acts. Of course when a guy married his partner he had to stick, so there isn't so much change of the mixed team. The two-wick acts were the oldest vaudeville partners; they were together over half a century. There were many old teams that would have stuck but one of em made the "Espinero" looking and so on, but the clever boys, the long and dark, and the prattles. It isn't that they don't like drama, but they have no time to do up look policy. The tempo for soloer entertainers is double fast and furious. The tempo for soloer entertainers is double fast and furious. And there's lots of em still around.

Many of the great teams would never speak to each other, after they were over they would go their own ways. McIntyre & Heath didn't speak to each other for many years. Many of the old teams have retired. Kenny & Hollis were together 30 years, they now own their own in New England. The two-wick acts are owners of bowling alleys in Staten Island. Mosconi Bros. has Louis with a dancing school in Hollywood, and Charlie writing books in New York. Raymond & Cavaliere are both in business. The two-wick acts are real estate brokers in Florida.

I wonder how many show people have gone into politics? Sol Bloom, an old songwriter, is doing awful well. Max Baer was a boxer, an actor, and don't like politics because everybody knows what salary you're getting, and they couldn't lie about it. But, of course, they could always look wide and say they're getting paid for the show. I don't know if you're a publisher—if you know what I mean.

Well, Frank, thanks again for your swell letter. Best regards to you from Lefty and Aggie who are still tough on the side from the vaudeville for the Vaudeville Burgle to call 'em out in the open again. I hope they don't get gone deaf and mistake a policeman for the real thing. See you soon.

Joe.

## Appeals Court Reserves

### Bail Plea on De Lucia

Move for release on bail of Paul De Lucia, one of six Chicago mobsters convicted last December for conspiracy to extort more than \$100,000 from the film industry, was reserved by the U. S. circuit court of Appeals on Friday (26).

The bail move was rejected by the court. The three De Lucia and a recent inmate of the Federal House of Detention, Vincent Bluff, convicted labor racketeer, stating that he (Bluff) was promised the cost of representing for the Government. The third plea by De Lucia's attorney, which the court rejected, was that the Government was that the federal prosecutor, Boris Kotelanski, during his summation in the trial referred to the De Lucia as "a hoodlum" and "a hoodlum," etc.

The court reprimanded the prosecutor for "stooping to the level of defendants" he prosecuted and warned that such practice would some day result in a reversal of a conviction.

Kotelanski, in opposing the bail move, stated that he could back up his accusations and pointed out that the De Lucia had been in the government witness "snakes." He said that some of the De Lucia's witnesses were respectable citizens.

The court ordered both sides to furnish additional briefs.

## Skouras Migrs. To Organize Anyway

Coincident with reports that managers of the Skouras empire of 73 theatres in the U. S. will be organized by the court. The three De Lucia and a recent inmate of the Federal House of Detention, Vincent Bluff, convicted labor racketeer, stating that he (Bluff) was promised the cost of representing for the Government. The third plea by De Lucia's attorney, which the court rejected, was that the Government was that the federal prosecutor, Boris Kotelanski, during his summation in the trial referred to the De Lucia as "a hoodlum" and "a hoodlum," etc.

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# Exhibs Relay Mounting Squawks On Advanced Prices Into N.Y. HQs

Advanced admission prices for pictures which film execs believe will bring the hire a profit have been piled upon with distaster by exhibitors and the public, reports from sales personnel in the field to major studios revealed during the past week. In a number of sections of the country, there has been a decided slump where advanced admissions have been ordered by distributors, with exhibs retaining any insistence on the part of the majors to jack up tariffs.

These reports show that the public does not mind paying same rates as heretofore to see a single feature, where two films have been common practice. But higher prices are getting exhibs numerous squawks. It has been feared by exhibs that where upped admissions have been charged, the b.o. takes a dive the following week far beyond expectations.

Another argument, reports indicate, is that the public doesn't want to go to their favorite theatre and pay a different admission price to see a picture. Exhibs are being forced to change their plans, and when a top-budgeted come-along, to forget about hiking prices to produce a better garnish that additional revenue from a larger run. Exhibs are now of the opinion that extending the run of the lesser of the two evils, according to their reports.

While distribution market has suddenly become a puzzle to distributors who want to go along with exhibs on legitimate basis, exhibs at the same time eke the greatest returns from films in the two and three mill dollar—come-alongs. Exhibs in the majors have given serious thought to taking ever higher for films that exceed \$20,000 to produce a profit. But again, squawks from exhibs claim that this policy will hurt the film in first-run later, and the subsequent playing time will not make up for the bookings lost.

## CROSBY AND 'WASSSEL' SOLD 50% AND SINGLY

"Going My Way," Bing Crosby after current playing the N. Y. Paramount pre-release, will be marketed under individual contract at 50% straight. It will be trade-shown nationally June 5 and sold thereafter. Pictures originally in Paramount's last block of five but withdrawn for sale singly.

In addition to the screenings set for "Going My Way," Charlie Reagan, v.p. over distribution, has set up trade-showings for two pictures which will comprise the final block of this season (1943-44) for the company, these being "Hail the Conquering Hero," "Take It Big," "The Great Moment," "The Sign of the Little Secret," and "I Love a Seidler."

Sales policy has not yet been announced for "Story of Dr. Wassell," which opens a run at the Rivoli, N. Y., June 12. It is understood it will be 50% and singly.

## Columbia Pictures' Net Profit, 39 WKs., \$1,490,000

Columbia Pictures net profit for 39 weeks ending last March 25 totalled \$1,490,000 as compared with \$1,032,000 in corresponding period a year ago. Corporation's operating profit for these 39 weeks, or 30% of its fiscal year amounted to \$4,685,000, which represents an increase of \$1,260,000 over the \$3,325,000 shown in the 39-week period ended March 27, 1943. Columbia's provision for Federal taxes including excess profits tax increased nearly \$1,000,000 in the weeks, being \$3,385,000 (just \$1,490,000 less than actual operating profit) as against \$2,385,000 in the corresponding period. March 27, 1943. Like all film companies having no theatre subsidiaries, Columbia's tax bill is rated unusually large in view of up-lifting profit.

## Paulette's Par Pact

Hollywood, May 30.—Paramount handed Paulette Goddard a new contract calling for two pictures annually for seven years, with the right to make one outside film per year.

Pact goes into effect when Lise Goddard winds up her current role in "Kitty".

## Technicolor Gets 48-Pix Schedule

Hollywood, May 30.—Technicolor has agreed to handle at its fullest capacity during the 1944-45 season, with more than one-third of all the A product in the studios destined to appear. Wartime restrictions prevent the plant from increasing its equipment, although it has contracted to handle at least eight more features than in 1943-44. In addition to 48 full-length pictures, the lab will process cartoons, travelogues, and shorts for the majors as well as training films for the Army, Navy and Government.

Heaviest users of Technicolor, Metro and 20th-Fox, are slated for 12 pictures each. Paramount and Universal will call for at least six apiece. International is figuring on three, Columbia, Warners and RKO on two each, with Samuel Goldwyn, Walt Disney and David O. Selznick rated for at least one.

## 'FREELANCE' PRODUCER INDICTED IN 20G JAM

Roger Stanley Barnett, self-styled "Freelance film producer" who was arrested early this year for violation of the National Bankruptcy Act, for concealing assets from a trustee in bankruptcy, was indicted by a N. Y. federal grand jury on Friday (26) when bank accounts of his \$35,000, the producer then went into bankruptcy list, \$37,400 liabilities. Bradley was charged with producing musical scores by the production.

Eugene J. Finnegan, assistant U. S. attorney general, in the case said that Barnett had told him that he had spent Bradley's money on automobiles with Koolhaiz and trips to California, to see Leopold Stokowski, whom he had been engaged for a series of shorts.

"The indictment came about after the filing of one of his affidavits that Barnett had accounts in the Bank of America in California, a joint account with his mother, Ulica Barnett, and in the Chase National Bank, N. Y., amounting to \$35,000. In fact, the producer and motion picture camera belongs to Barnett, which he turned over to the trustee in bankruptcy.

Another \$5,000 was turned over to the trustee by C. H. Hill, a friend, who was also named as a creditor for \$20,000. The money allegedly was given to Hill by Barnett, before going into bankruptcy.

Barnett, if convicted, faces a maximum prison sentence of 20 years and fines up to \$50,000.

## M-G. TRIO DIGS OUT

Hollywood, May 30.—Three new starters at Metro paid the total to 10 in work on the Culver City lot.

Screenwriters are "Mister" Per "Mistress," "Son of Lasse," and "Airline Squadron 4".

# CONVENTION OF GREAT IMPORT

BY ROY CHARTER

St. Louis, May 30.—Recommending a "no-strike" policy for the duration, the reformed Richard F. Walsh, presy of the IATSE, rendered his report to the convention since it was Tuesday morning, stating that the wisdom of this policy has been borne out by events since it was first adopted. And that while there have been instances where employers have refused to take advantage of the policy, these have been so few as to be negligible. He strongly pointed out that one result of the no-strike pledge has been the favorable attitude of the Government as to the essentiality of the industry whole.

Noting that collective bargaining has become more complex under the Wage Stabilization Act, with complexities diverting the necessity of knowledge of technical subjects, Walsh declared that the IA has been able, however, to obtain a major portion of its demands in most cases, adding also that he has joined with the American Federation of Labor in insisting that the price for the new sites of life be rolled back and held in-line, or that the Little Steel formula be liberalized to meet all problems.

In connection with contractual negotiations, the IA presy cited increases up to Little Steel's 15% on the Coast, including studio locals, as many other local in other parts of the country. He laid special stress on the satisfactory results of the Hollywood Guild, which members of the American Society of Cinematographers were able to obtain. He also mentioned the C. L. N. 658. Dwelling on contractual gains, Walsh said that he had been able to get an effort to have a clause incorporated into contracts providing for a "standstill" with pay, also that locals see it that members take care.

Since the last convention two years ago, he said.

## Michigan Circuits Up Theatre Operations In 3 Yrs. From 209 to 230

Detroit, May 30.—Three years of war has seen no decline in the number of theatres operated by Michigan circuits, a director of the state's theatre circuit, which has shown an increase by Allied Theatres of Michigan, in fact, of 21.

The survey is the first made since 1941, and the three-year interval shows a number of houses operated by both the big circuits and independents have increased from 1941 to 1944. The number of the blues on theatre closings, Michigan survey showed, has been 163 in 1941, but the extremely light decline in operation that completed in the fact that seating had gone up in the state's houses from 456,942 in 1941 to 465,000 in 1944.

The dwindling of the Klm Brothers chain from four to one theatre, also was noted. It was the emergence of a new one, the Broder circuit, which went from none to one.

The State's biggest chain, Butterfield, went from 114 to 118 houses in 1944. The circuit is headed by the Detroit chain, operating solely in the Detroit area, increased from 18 to 21 houses.

## Kreiser Resigns U

Bernard Kreiser, Universal shorts and newsworld manager for the last 10 years, has resigned. He will announce future plans until the next year from a movie's vacation.

Releaser's brother-in-law, N. Y. homeowner, Kreiser was named manager of U. in Washington five years ago.

# Use Anglo-U.S. Films to Prevent War No. 3, Says Skouras; British Exhibs Sell Reissues Better, 400G Rentals

## Hope's Dream Chore

Hollywood, May 30.—Paramount assigned Bob Hope to the star role in "Girls Town," a lense made among 4,000 females in a defense factory.

E. D. Leshin will produce from script by Robert Lees and Fred Rinaldo.

## Ad Rationing Burns Exhibs

Philadelphia, May 30.—Philly film industries are peeved over what they call the "ad rationing" handed them by local newspapers which are rationing their advertising space to a minimum.

More and more, theatres and distributors are turning to radio to rally-busy their product, and exhibs and exchange alike warn that the habit may suck into the pestwar period.

Recognizing the fact that newspaper rationing has made it imperative that the dailies cut down on ad space, the film men point to the large ads taken by manufacturers of products which can't possibly be manufactured for civilian use until after the war.

"We think that it's more important that the public knows what's playing in the theatres rather than remember what they may—or may not—be able to buy years from now," said one leading exhib.

Large so-called "goodwill" displays from manufacturers of materials of war, which cannot possibly be sold to the public, also burn film men who can't buy more than a fraction of the former ad space in the dailies. They point out that these ads are deducted from income taxes by the large corporations while they benefit at the expense of the small exhibs, who depend on the ads to bring the public informed as to what situations he has at his theatre.

## REP SKEDS EIGHT TOP BUDGETERS FOR 44-45

Hollywood, May 30.—Titles of eight high-budget pictures, double the number released last year, were announced by J. P. Yates and J. R. Granger, Republic chiefs, for the 1944-45 production season. They are "Brilliant," "Placid Sirenade," "Flame of Barbary Coast," "A Fabulous Texas," "Storm Over the Philippines," "Hit Parade," "Let the Hurricane Roar," and "Earl Carroll's Vanities."

Seven of the 48 features, eight reissues of Gene Autry pictures, and four new serials.

## RKO's Net, \$1,577,401 Against \$1,925,819 in '43

RKO "A" subsidiary company, also was profitable, totalling \$1,577,401 for the 13 weeks this year as against \$1,925,819 in corresponding quarter last year. This is after all charges including Federal taxes and dividend on a subsidiary company (RKO) paid during the period. Corporation's profit before this dividend and provision for estimated Federal taxes was \$4,400,028 as compared with \$3,343,274 in 1943 April quarter. RKO actually had a profit on operations of \$7,118,896 before taxes and other charges, or more than \$1,000,000 over the corresponding period. The 13 weeks ended April 9, 1944.

Releaser's brother-in-law, N. Y. homeowner, Kreiser was named manager of U. in Washington five years ago.

Spyros Skouras, 20th-Fox presy, following his return from London to New York, last Wednesday (24) at the St. Moritz hotel, said he had found an abundance of viewpoints, with Arthur Rank, British film leader, particularly insofar as it applied to the pestwar influence on American and British films in preventing an other war.

Skouras, whose informal talk was embellished with a Latin saying and some Irish humor, confirmed the report in "Variety" of May 24, that one of his major objectives was achieved when Rank agreed to the production of "for non-British stockholders in Gaumont-British, giving 20th-Fox a place on the directorate and a voice in the administration of the British organization."

## Better Selling Releases

Skouras says British exhibs are more efficient than American, particularly in selling releases to local theatre owners. He stated that rentals on many 20th pictures, brought back after four or more weeks, earned as much as 75,000 to 100,000 pounds in rentals.

Skouras said that plans are to produce a number of British pictures, understood four are likely) jointly with the American and British distributors, and that these pictures will be sold to the American market. Reported that two of the four pictures, which will be shown by 20th while two will be distributed by Eagle-Lion Films, Rand subside.

"It is a tribute to Rank that one of his deepest desires is to improve the position of the British film industry in the international market, and create a closer understanding between the American and British people in particular and among all free people in general through the medium of their motion pictures."

Skouras added, however, that he had spent much of his time in London, in London that unless they could improve the quality of their product and methods of distribution, they should not complain about inability to get bookings in the U. S. He predicted that in about five years British product should be sufficiently improved to meet all market conditions.

Skouras noted that his frankness in London, instead of being resented, has been appreciated by the British for whose courage and tenacity in war he has expressed high praise and admiration.

Conspectus was Skouras' failure to mention that he had been in London, headed in the U. S. by Arthur W. Kelly.

He also conferred with Skouras earlier last Wednesday (24). Plans for the physical distribution of Rank's product in the U. S. so far as Rank's value.

Francis Harley, managing director in Great Britain for 20th, also spoke briefly.

## Col.'s 1st Meet on Fri.

First of three sessions of Columbia Pictures annual sales convention opens Friday (24) in Chicago. Its members, including all of the southern branches, will be represented at the Ch meeting.

James C. Connelley, branch manager and entire sales force in this territory, will be featured in the N. Y. June 13-15.

## WMCA-Times 4, Trip

WMCA, N. Y., will service four theatres in the Times Square area on a trip to the Coast.

Theatres part so far for the service include the Paramount, Rosy, Rivoli and Gethim.









## Metro's Outlets in U.K. Remain

### Unchanged Under M. & B. Deal

Distribution position of Metro in the United Kingdom remains unchanged, despite the fact that the company has sold its 50% interest in Metropolis & Bradford Trust (which controls Gaumont-British) to J. Arthur Rank, and that the latter has agreed to pay \$3,500,000, company topplers in N. Y. stated this week.

As the most part, Metro product has been playing in ABC houses, circuit purchases have been made along with French British assets. Bulk of 20th-Fox films have been exhibiting in G-B and Odson theatre.

Both arrangements will continue. Attitude of Metro execs is that as long as the company continues to make pictures that draw customers through the wickets, there will be no serious distribution or exhibition in England, or any other foreign country.

Robert Rubin, v.p. and general counsel, and Al Liehtman, v.p. at the studio, have cancelled all plans to go to England, now that the 20th-Fox press has worked out a deal for the disposition of Metro's stock in the U. S. Trust. It is stated that the company never received any dividends on the stock in the 10 years it was held.

Execs indicated that the \$3,500,000 realized from the sale will go toward new Metro British production setup headed by Sir Alexander Korda.

He leaves June 11 for Santa Barbara for an extended vacation, following an illness. Liehtman, who three months ago was expected for passage to England but turned back, is on the Coast recuperating from a recent illness. He is associated with Korda in British production as Metro's rep, is in N. Y. en route to the British Isles.

## May Reduce Number OF GRIPPERS IN ST. L.

St. Louis, May 30. Possibility of reducing the number of grippers engaged in picture houses in St. Louis and adjacent St. Louis County is seen in the decision of the St. Louis Board of Grippers to reduce the number of panel of the Regional WLB, No. 7, Kansas City, which recently heard testimony in the demand of the Stagehands' Union, Local No. 6, for a 15% wage hike over the current rate.

The panel did not confine itself to the wage request but decided there should be a further determination of the number of grippers to be employed in each type of picture house. It is obvious that work customarily done by such employees can be done while shows are in progress; the right of the management to pass on the ability and number of grippers provided, however, that no discrimination shall be made against union members.

When the number of employees has been determined, the panel opened, such workers are to be granted the 15% wage tilt and also an annual vacation, one week if employed less than five years and two weeks if employed more than five years. The panel also recommended that a maximum of three men be selected by the Regional WLB, one by the union and the third by the house owners. It is the detail as to the number of employees, hours of work, etc., and other details are ironed out. The union's contract with the St. Louis Amus. Co., owner of a phase of the picture business, to the final recommendation of the newly created three-man panel.

## G. White RKO Producer

Hollywood, May 30. George White signed as a producer at RKO, and will function under executive supervision of J. Edgar Cross. "Starker on the White slate," George White's Scandals of 1945, testimony in the demand of the Stagehands' Union, Local No. 6, for a 15% wage hike over the current rate.

## M-G to Film 'Boys' Ranch'

Hollywood, May 30. Solution of the problem in Texas is the subject of "Boys' Ranch," slated for early filming at El Paso, with Robert S. Sisk and Robert D. Andrews going the screen play.

Two young kids in the Panhandle district have been rehabilitated and trained as cowhands at the school for two years. It is the story by the businessman of Amarillo, Tex.

## RKO Buys KHI Building

Hollywood, May 30. RKO bought the building now occupied by KHI-Den Lee-Mutual, adjacent to the film studio, for future use.

Radio group has a long lease on the building, once occupied by Continental. Later, it will be used out until some time after the war.

## K. O. Anti-Trust Suit Against Co-Op

Theatres of Mich.

Detroit, May 30. After pending in the Federal court here for three years, the anti-trust suit brought against the Cooperative Theatres of Michigan by the Greater Detroit Theatres, Inc., and which also listed Mich. Co-Op.

Radio group has a long lease on the building, once occupied by Continental. Later, it will be used out until some time after the war.

Execs indicated that the \$3,500,000 realized from the sale will go toward new Metro British production setup headed by Sir Alexander Korda.

He leaves June 11 for Santa Barbara for an extended vacation, following an illness. Liehtman, who three months ago was expected for passage to England but turned back, is on the Coast recuperating from a recent illness. He is associated with Korda in British production as Metro's rep, is in N. Y. en route to the British Isles.

## May Reduce Number OF GRIPPERS IN ST. L.

St. Louis, May 30. Possibility of reducing the number of grippers engaged in picture houses in St. Louis and adjacent St. Louis County is seen in the decision of the St. Louis Board of Grippers to reduce the number of panel of the Regional WLB, No. 7, Kansas City, which recently heard testimony in the demand of the Stagehands' Union, Local No. 6, for a 15% wage hike over the current rate.

The panel did not confine itself to the wage request but decided there should be a further determination of the number of grippers to be employed in each type of picture house. It is obvious that work customarily done by such employees can be done while shows are in progress; the right of the management to pass on the ability and number of grippers provided, however, that no discrimination shall be made against union members.

When the number of employees has been determined, the panel opened, such workers are to be granted the 15% wage tilt and also an annual vacation, one week if employed less than five years and two weeks if employed more than five years. The panel also recommended that a maximum of three men be selected by the Regional WLB, one by the union and the third by the house owners. It is the detail as to the number of employees, hours of work, etc., and other details are ironed out. The union's contract with the St. Louis Amus. Co., owner of a phase of the picture business, to the final recommendation of the newly created three-man panel.

## G. White RKO Producer

Hollywood, May 30. George White signed as a producer at RKO, and will function under executive supervision of J. Edgar Cross. "Starker on the White slate," George White's Scandals of 1945, testimony in the demand of the Stagehands' Union, Local No. 6, for a 15% wage hike over the current rate.

## M-G to Film 'Boys' Ranch'

Hollywood, May 30. Solution of the problem in Texas is the subject of "Boys' Ranch," slated for early filming at El Paso, with Robert S. Sisk and Robert D. Andrews going the screen play.

Two young kids in the Panhandle district have been rehabilitated and trained as cowhands at the school for two years. It is the story by the businessman of Amarillo, Tex.

## Trio Draws Tri-Pix Deal

Hollywood, May 30. Billy Gilbert, Maxie Rosenbloom and Shemp Howard, who recently appeared in "Three of a Kind" Monogram, were signed for three more comedies, to be made for the 1944-45 season.

Films will be produced by Sam Katzman and Jack Dietz.

## Producers-Union Favors WLB Panel

Hollywood, May 30. Both producers and film union will join in a request that War Labor Board set up a motion picture panel equivalent to the new wage adjustment for studio workers involving hundreds of thousands of dollars.

Producers feel the Government would have a better understanding of the wage structure in industry not now present applications, but for the future.

Producers representatives Fred Pelt and Earl C. Gaudin will present their views on the subject with the 10th Regional WLB chiefs in San Francisco this week. The Motion Picture Guild is disappointed. Of 89 wives sent since May 8, only 13 have accepted, despite definite refusals. Balance now are in negotiation.

War dangers and unfavorable living in the celebrated and just case as the reason for turn-downs. USO is offering all expenses paid (food, lodging, transportation, uniforms) from the time taken leaves N. Y. until back in U. S. plus their present salaries with interruption. C. W.

"This is your great opportunity to do the most important job ever offered in the theatrical profession," the wires read.

But talent isn't responding as well as hoped for. Some reportedly dread the strange languages of foreign transportation, uniforms from the time taken leaves N. Y. until back in U. S. plus their present salaries with interruption. C. W.

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## Three Decree Changes Pencil

### in; Big 5 Expect Biddle to Act Soon

Hollywood, May 30. Henry Hathaway, director of "The Sign of the Cross," and Andre Daven, producer, will meet again at 20th-Fox on the Technical Union matter. They were working over "Home in Indiana."

For MacMurtry, Joan Bennett, and Lynn Bari head the cast, with Nick Castle directing dance routines.

Hollywood, May 30. Three new proposed changes in the content decree, as reported exclusively in "Variety" last Wednesday (24), are now pending in the "final" content decree draft of Jan. 28, 1944. The content decree, pending in the House of Representatives, is sent to the printers, however, pending a decision from U. S. Attorney General E. A. Tamm. The latest decree draft is to be submitted shortly.

But E. A. Tamm, from accounts, now expect action on the decree quickly. Content companies believe that Clark Gable, U. S. Assistant Attorney General, is now anxious to see a decision one way or another. He is a member of the House of Representatives, and that decree action will stay on the effect until the House of Representatives is in session. The case is complicated in E. A. Tamm.

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# CLEAN SWEEP



**"CLIFFS" PACES  
SPOTTY BROADWAY!  
SPECTACULAR!**  
M-G-M's "White Cliffs of Dover" wow!  
—Variety

**CINCY MILDISH BUT  
"GASLIGHT" FANCY**  
Hot spell wilting biz but M-G-M's  
"Gaslight" hefty. —Variety

**"HARDY'S BLONDE"  
BRIGHT, K-C**  
Despite rise in mercury M-G-M's  
"Andy Hardy's Blonde Trouble"  
robust. —Variety

**FIGHTING SHOWMEN  
JOIN THE FIGHTING  
5th WAR LOAN!**



# FOR M-G-M!

(The Lion's Share of Variety's headlines, as usual)

**CHI BLAMES HEAT  
BUT "RHYTHM" FAST!**  
M-G-M's "Broadway Rhythm" dandy in  
Chicago. —Variety

**BALTO DULL BUT  
"HARDY" FAT**  
Summer nixed list but M-G-M's "Andy  
Hardy's Blonde Trouble" top filmer.  
—Variety

**"HEAVENLY" STOUT  
IN LOUISVILLE**  
Weather not helping-biz but M-G-M's  
"Heavenly Body" robust. —Variety

**PHILLY DOG DAYS  
BUT "HARGROVE" HUSKY**  
M-G-M's "See Here, Private Hargrove" 3rd  
week holding up nicely. —Variety

**"HARGROVE" SOCKO  
IN 2 HUB SPOTS!**  
M-G-M's "See here, Private Hargrove"  
is Boston wow. —Variety

**"GASLIGHT" GREAT!  
RIDING LIST PROV.**  
M-G-M's "Gaslight" is packing them in  
Providence. —Variety

**DENVER WAY OFF  
BUT "JOE" TRIM, 2nd**  
M-G-M's "Guy Named Joe" leads city for  
2nd week holdover. —Variety

**"GASLIGHT" BRISK  
LEADS WASH.**  
"Warm weather but M-G-M's "Gaslight"  
standout. "Hargrove" lusty. —Variety



# L.A. Perks Up: 'Upne Time' Strongest At Lush \$44,000, 2 Spots; 'Pin-Up Girl' Nice 60G in 4, 'Live Lady' 34G in 3

Los Angeles, May 30. — Memorial Day has helped perk up first-run big and overcome usual early summer slump. Biggest hit is "Upne Time," which is being featured by "Ladies of Washington," with nicely \$60,000 in four theatres. Strongest showing is being made by "Once Upon a Time," which will hit a \$44,000 in two spots. "This Is Life" and "Moon Over Las Vegas" have fine trio, \$34,000 in three theatres.

**Estimates for This Week**  
**Carthy Circle (F-WC)** (2,150; \$50,000) — "Pin-Up Girl" (20th) and "Ladies of Washington" (20th). Nitty 80,000. Last week, "Ladies of Washington" (M-G) and "Tunisian Village" (M-G) (4,000; \$20,000).

**Chinese (Grauman-WC)** (2,024; \$50,000) — "Pin-Up Girl" (20th) and "Ladies of Washington" (20th). Nitty 80,000. Last week, "Ladies of Washington" (M-G) and "Tunisian Village" (M-G) (4,000; \$20,000).

**DeWolfe (W-F)** (1,800; \$50,000) — "Upne Time" (20th) and "Ladies of Washington" (20th). Nitty 80,000. Last week, "Ladies of Washington" (M-G) and "Tunisian Village" (M-G) (4,000; \$20,000).

**Explan (F-WC)** (1,835; \$50,000) — "This Is Life" (U) and "Moon Las Vegas" (M-G). Nitty 80,000. Last week, "Ladies of Washington" (M-G) and "Tunisian Village" (M-G) (4,000; \$20,000).

**Four Star (UA-WC)** (1,900; \$50,000) — "Pin-Up Girl" (20th) and "Ladies of Washington" (20th). Nitty 80,000. Last week, "Ladies of Washington" (M-G) and "Tunisian Village" (M-G) (4,000; \$20,000).

**Golden (W-F)** (1,100; \$50,000) — "Action Arabia" (RKO) and "Carnegie Hall" (RKO). Nitty 80,000. Last week, "Ladies of Washington" (M-G) and "Tunisian Village" (M-G) (4,000; \$20,000).

**Hollywood (W-F)** (2,750; \$50,000) — "Upne Time" (20th) and "Ladies of Washington" (20th). Nitty 80,000. Last week, "Ladies of Washington" (M-G) and "Tunisian Village" (M-G) (4,000; \$20,000).

**Los Angeles (Dion-WC)** (2,200; \$50,000) — "This Is Life" (U) and "Moon Las Vegas" (M-G). Nitty 80,000. Last week, "Ladies of Washington" (M-G) and "Tunisian Village" (M-G) (4,000; \$20,000).

**Orpheum (Dion-WC)** (2,200; \$50,000) — "Upne Time" (20th) and "Ladies of Washington" (20th). Nitty 80,000. Last week, "Ladies of Washington" (M-G) and "Tunisian Village" (M-G) (4,000; \$20,000).

## Broadway Grosses

**Estimated Total Grosses**  
 (Based on 15 theatres)  
**Total Gross Same Week**  
 (Based on 15 theatres)

## Bill 'Tops Mild' 'Live Lady' Loud

Business looks lively this week, even dropping from last week's low. There was nothing to brag about, but in lower levels, the "Buffalo Bill" at the Rialto, otherwise taking place on the live Lady, "Upne Time" is final one for full seven-day stage shows at the National. Beginning June 3, house goes double, feature with vaude, on three-day weekender.

**Estimates for This Week**  
**Brown (Lorch-Four Avenue)** (1,400; 40-40) — "Lady in Dark" (P). Shipping for strong \$4,400 out move-over from last week. "Upne Time" (RKO), good \$4,000 on m.o.

**Kendall (W-F)** (1,200; 40-40) — "Phantom Lady" (U) and "Rationing" (M-G). Medium \$1,500. Last week, "Phantom Lady" (U) and "Rationing" (M-G) (1,100; 40-40).

**Mary Anderson (People)** (1,000; 40-40) — "Phantom Lady" (U) and "Rationing" (M-G). Medium \$1,500. Last week, "Phantom Lady" (U) and "Rationing" (M-G) (1,100; 40-40).

**Rialto (Fourth Avenue)** (1,400; 40-40) — "Buffalo Bill" (20th). Getting good audience. Turnover, but slightly better than average \$11,000. Last week, "Buffalo Bill" (20th) and "Rationing" (M-G) (1,100; 40-40).

**Strand (Fourth Avenue)** (1,400; 40-40) — "Hour Before Dawn" (P) and "Carlyon Love" (P). Nitty 80,000. Last week, "Hour Before Dawn" (P) and "Carlyon Love" (P) (1,100; 40-40).

**Threat (F-WC)** (1,372; \$50,000) — "This Is Life" (U) and "Moon Las Vegas" (M-G). Nitty 80,000. Last week, "Ladies of Washington" (M-G) and "Tunisian Village" (M-G) (4,000; \$20,000).

**Upne Time (W-F)** (2,750; \$50,000) — "Upne Time" (20th) and "Ladies of Washington" (20th). Nitty 80,000. Last week, "Ladies of Washington" (M-G) and "Tunisian Village" (M-G) (4,000; \$20,000).

**Whitely (F-WC)** (2,250; \$50,000) — "Pin-Up Girl" (20th) and "Ladies of Washington" (20th). Nitty 80,000. Last week, "Ladies of Washington" (M-G) and "Tunisian Village" (M-G) (4,000; \$20,000).

## Buffalo Bill \$12,000

## Ace Newcomer in Pitt; 'Angels' Off-Topic 156

Pittsburgh, May 30. — Decoration Day holiday isn't helping much as his generally continues to slide locally. Stanley, with "Heavenly Body" and Best Wheeler-Whit, still can't clinch out of the dumps. "Of the new pix," "Angels" (RKO) and "Pin-Up Girl" (20th) are doing best, but nothing to cheer over.

**Estimates for This Week**  
**Fulton (S-P)** (1,100; 40-45) — "Man From Frisco" (Rep.). Mid \$4,000. Last week, "Man From Frisco" (Rep.) (1,100; 40-45).

**W-F** (1,200; 40-45) — "Private Harvey" (M-G) (4th wk). Moved from Warner and Penn. Average for 1.5. Last week, "Private Harvey" (M-G) (4th wk) (1,100; 40-45).

**Warner (W-F)** (1,200; 40-45) — "Follow the Boys" (M-G). Shifted here from Harris for holiday season. Last week, "Follow the Boys" (M-G) (1,100; 40-45).

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# 'Guy Joe,' 'Pin-Up Girl,' Each \$33,000, 'Lead Frisco,' 'Upne Time' Trim 16G, 2d

## Key City Grosses

**Estimated Total Gross**  
 This Week (Based on 21 cities, 178 theatres)  
 Last Year (Based on 21 cities, 185 theatres)

Cincinnati, May 30. — Continued tourist weather, now in fourth week (pre-supper) record for 1944, plus opening Saturday, 100 of a horse-naming set at River View, and a big crowd of people looking bookies this week. Extra of Memorial Day, but prevents current downturn, score from dipping under last week's big mark. Guy Joe, "Heavenly Body" at Keith's, is the winner.

**Estimates for This Week**  
**Albee (RKO)** (3,500; 55-55) — "Guy Joe" (20th) and "Heavenly Body" (20th). Nitty 80,000. Last week, "Guy Joe" (20th) and "Heavenly Body" (20th) (3,500; 55-55).

**Capital (RKO)** (2,600; 44-70) — "Pin-Up Girl" (20th) and "Ladies of Washington" (20th). Nitty 80,000. Last week, "Pin-Up Girl" (20th) and "Ladies of Washington" (20th) (2,600; 44-70).

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San Francisco, May 30. — Business is looking up this season compared to last week. "Pin-Up Girl" at Fox and "Guy Named Joe" at Paramount are doing well. "Upne Time" still is sturdy on hold-out at Orpheum.

**Estimates for This Week**  
**Fox (W-C)** (5,000; 55-55) — "Pin-Up Girl" (20th) and "Guy Named Joe" (20th). Nitty 80,000. Last week, "Pin-Up Girl" (20th) and "Guy Named Joe" (20th) (5,000; 55-55).

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St. Louis, May 30. — "Pin-Up Girl" at Fox and "Guy Named Joe" at Paramount are doing well. "Upne Time" still is sturdy on hold-out at Orpheum.

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# THE KISS...

that changed  
a grim warrior into  
a lover...a pampered  
dancer into a fear-  
less killer...and a wil-  
derness of death into  
a paradise!



# DAYS OF GLORY

A CASEY ROBINSON production *Introducing a Cast of  
New Personalities...*

starring  
**TAMARA TOUMANOVA • GREGORY PECK**

with  
ALAN REED • MARIA PALMER • LOWELL GILMORE  
Directed by JACQUES TOURNEUR • Produced and written for the screen by CASEY ROBINSON







# Abel Green

*Said*

"Not for naught is Phil Spitalny pre-eminent in of the extra s.a. values that evolve from an all-manship, so well-paced, must add up to a terrific much thought to his presentation as does this of dansapation and choral music that's surefire i ent attest to that. . . Maestro Spitalny has one of Withal, Loew-Metro's Broadway flagship deluxer

is field. Separate and apart from the novelty femme aggregation, the consummate basic show-total for any batoneer who obviously invests as maestro. Spitalny dishes up a zingy 55-minutes in anybody's theatre. His grosses past and present the most expert teams he's ever assembled. . . has itself a distinguished stage presentation."

*The  
Hour of Charm*







# WPB Okays New Ill.-Mo. Houses; Other Theatres and Exchanges

St. Louis, May 30. Necessary priorities have been obtained from WPB to enable three Illinois and one Missouri exhibitors to complete construction of new houses or make repairs caused by fire. C. J. Doty, owner of Woodstock, Carbondale, Ill., destroyed by fire in November, will build new house. Monroe Couch and Guy Flick, owners of Home, Champaign, Ill., destroyed by blaze in March, also will rebuild. Lester M. Robinson, owner Biograph, Albany, Mo., also damaged by fire, has let contract for \$7,000 repairs. W. J. Bedford opened his new Colonial in Athens, Ill.

Jack Butler, manager of Victory, recently located at Danville, Ill.—Real-Pathway now in charge of Medora, Medora, Ill., formerly operated by T. L. Cameron.

Frank Frouse, Benton, Mo., is planning a new film house there in memory of his father.

Ray Cook, Maryville, Ill., is seeking priorities to enable him to rebuild the Missouri, destroyed at a \$25,000 loss last month.

Harry B. Moore succeeds Jerome B. Greenbaum as city manager for Tri-State Theatre Corp., Moline, Ill. Moore was with Columbia Amusement Co., Paducah, Ky. Greenbaum succeeds Henry Plude, a Tri-State city manager in Rock Island; Plude is in Navy.

**Widow May Run Conery Chain.**

Death of Mitchell Conery, 38, head of Conery circuit, is expected to bring his widow into active operation of chain. Harry Lamont, associated with Conery for several years in a buying agreement, is temporarily assisting in the management. Rated one of the smartest operators among Albany independents, Conery had been in poor health for about two years. He went to Arizona to rest after an illness in 1942, and had hoped to go away again.

**Albany Changes**

Albany, May 30. Changes in Metro's Albany exchange includes promotion of Ralph Rippo, brother of Manager Herman L. Rippo, to salesman in the northern territory; appointment of Bennett Goldstein, a service dischargee, as

head booker; transfer of Eddie Sussor from N. Y. to this city as office manager; departure of head shipper Frank Carroll for service with Uncle Sam; selection of Steve Pocham as his successor.

Ralph Rippo was sent here from Indianapolis about four years ago, his first job being a second booker. He became head booker when Bill Goldstein was injured in a sailing job and succeeded the latter as salesman sometime after Goldstein went into the Navy. He has a son, Lieut. Robert Rippo, missing in action after a raid on Germany. Carroll was a Film Row veteran.

**Partlow Uppeyed by U.**

J. R. Partlow, former salesman for Universal in Dallas appointed branch manager for company in Oklahoma City. Succeeded J. E. Hobbs, resigned.

**Associated Gets Del. House.**

Detroit, May 30. With the retirement of A. A. Moss from show business, his Lakewood theatre is being taken over by Associated Theatres, which now operates 20 houses here.

**League to Syracuse as Manager.**

Buffalo, May 30. Walter G. League, Erlanger, Calif., resigned this week to manage the Plude Theatre interests operating Clyde and Iowa community picture houses in Syracuse. Peter Del Moris, of New York, succeeds.

**New Las Vegas Film House.**

Palm Springs, Calif., May 30. Earle C. Sirewe, local theatre operator, is opening a new film house, the Western, June 15 in Las Vegas, Nevada. Will be a third-run house.

**Bernstein Quits Mannos Circuit.**

Pittsburgh, May 30. Harry Bernstein resigned as Mannos circuit city manager, Indiana, Pa. Alex Blain, WB nabie manager, succeeds him.

Mrs. Glen Gilbride took over operation of Alpine, Salem, W. Va., with departure of husband for Army. Joe Murdock, former WB circuit manager, returned as manager of Columbus, Ohio, succeeding Elton O'Neil, killed in action.

Bud Mayer, former manager WB's

Hollywood, Dormont, entered officers candidate school in Miami, Fla. He's been in the service a year.

Sidney Suganman, Columbia sales manager recently transferred to Philly after being here 12 years, has been shifted to Washington.

Drive-In Theatre near South Pa. operated by Norbert Siert, has reopened after being shuttered last season because of ban on pleasure driving.

**Guy Graves, Jr., New Lieutenant**

Cincinnati, May 30. Guy Graves, Jr., son of Mike or Graves of Fabian's State, Schenectady, is now lieutenant in the Air Corps. Went into Army after graduating from Harvard.

**Baracca at Orpheum, J. C.**

D. P. Baracca, for several years district manager of Loew's circuit in N. Y., until he retired several years ago, has returned to the film industry as managing director of New Orpheum theatre, Jersey City.

Mrs. Eleanor Kim, head booker at Metro's Denver exchange, made office manager there. She's several weeks raised 111 this post in the M-G-M organization.

Harry Goldstein, former district sales manager Paramount in Cleveland, who was given a leave of absence because of a heart condition, is now in N. Y. and well on the mend.

**Texas Exhib Re-elected Mayor.**

San Antonio, May 30. M. D. Seidman, of Texas theatre, was re-elected mayor of Del Leon a second term. One opponent ran on platform advertising the closing of places of amusement on Sundays.

**E. C. C. Tak-A-Way**

Hudson, N. Y., May 30. Henry Tak-A-Way, who has been in the Strand, subsequent run from Joseph Rosenberg and his son, Philip. The theatre, reconverted from a former A. & P. store was opened two years ago last winter. Henry Lamont was the first operator. The Lamonts later acquired the management after the house was closed for a time.

**Bert Loring Moved Up**

Seattle, May 30. Bert Loring, assistant at Music hall, made manager of Blue Moon. Both are Hamrick-Excesses houses.

**New House for Dallas**

Dallas, May 30. W. B. McLaughlin has been given WPB approval to build a 1,000-seat nabie theatre here. Set to open in

August. House will be called the Eoway Hills and located in western section of city. McLaughlin is general manager of the Tri-State theatre circuit of about 15 houses.

Letted in this area to open is the Century, colored. House is owned by Ed Wilson, True Thomsen and William Lloyd interests, operators of two other houses for Neurons in the city. Howard Huckle is house manager.

**Theatre Committee Set**

Toledo, May 30. George P. Crosby has been at 111 2-2-00 in commission from the Tri-State Properties Corp., Toledo, and his predecessor, the Scott Realty Co., for handling a lease for the Loew's Valencia.

**New Dayton Drive-In**

Columbus, O., May 30. Dayton Drive-In Theatre, Inc., has set for a 15-week period starting June 1, 1944, a large tract of land on the north side of E. Main street, in Truro Township, near Columbus.

**Sam Vice Chapman**

Kenneth, 31, an applicant for a managerial United Artists exchange in Milwaukee, succeeded Abe Chapman, resigned.

**DENVER**

(Continued from page 25)

(Pat) 134 wks and "Navy Days" 13th 48-50.

(Deve) (Box) (2,925) 46-44—Once Upon a Time" (Col) and "Knickerbocker Holiday" (UA), may date with Esquire, Fanny 512,000 of entry last week. "Four Jills" (20th) and "Bernardine Mystery" (20th), also Esquire, 514,000.

Esquire (Fox) 1742, 46-74—Once Upon a Time" (Col) and "Knickerbocker Holiday" (UA), also Denver 10th 31, and "Bernardine Mystery" (20th), also Denver 24,000.

**Orpheum (RKO)** (2,600) 46-74—"Broadway Rhythm" (M-G-M) and "Tunisian Victory" (M-G-M), Tring 11,000.

Last week: "Show Boat" (RKO) and "Action Arabia" (RKO) 11,500.

**Paramount (Fox)** (2,200) 46-74—"Hey Rookie" (Col) and "Nine Girls" (Col) Good \$8,000. Last week, "San Luis Rey" (UA) and "Cowboy Canteen" (Col), fine 510-40.

**Rialto (Fox)** 878, 46-74—"Impostor" (Col) and "Yank RKO" (20th) (Rialto), carryover. Fair \$2,300. Last week, "Harvey Moon" (WB) and "Girl in Case" (Col), carryover, nice \$3,000.

## ONE-SOCK SETH FLAX KAYOES SUBWAY DIP

Seth Flax, Columbia Pictures' ad writer, in a mild-mannered little fellow with a medical discharge from the Army, but there's a male's kind leg in his left arm when a pick-pocket catches his posterior.

Who steals his pants does credit. It was only an attempt as the IRT train pulled into the 58th street station, N. Y., and the attempt was so realistic that Seth the Socker, turned into a falling deer.

For every action, there is an opposite reaction. For the moment, Flax seemed headed for the jailhouse.

An off-duty policeman grabbed him. "What'd you hit that fellow for?"

"Why? Look!"

A wallet was clutched in the sockie's hand, mild evidence of his misadventure.

"Yours," the copper to Flax. Identification was a matter of seconds and at 65th Street, the episode was finished business—one hit, one run, one error.

Real-odd, press charges and the fellow shot up into the crowd, rubbing his chin like Rodin's "The Thinker."

## Metro Extends Its 20th Ann to Foreign Lands

Metro will include Canada and 36 foreign countries not dominated by the Axis in its 20-year anniversary week, June 22-28, during which exhibitors will play at least one Metro subject, Switzerland, which is completely surrounded by enemy territory, will participate in the event. To practically all foreign countries, "Madame Curie" will be in England, where "Gaslight" will be played; India, where "WB" be "Thousands, Cheer," and Brazil, which will show "Duhany's Was a Lady."

To date, the six Canadian exchanges have reported that more than 89 1/2 of the Dominion's theatres have booked an M-G feature or short for that week.

OUT OF

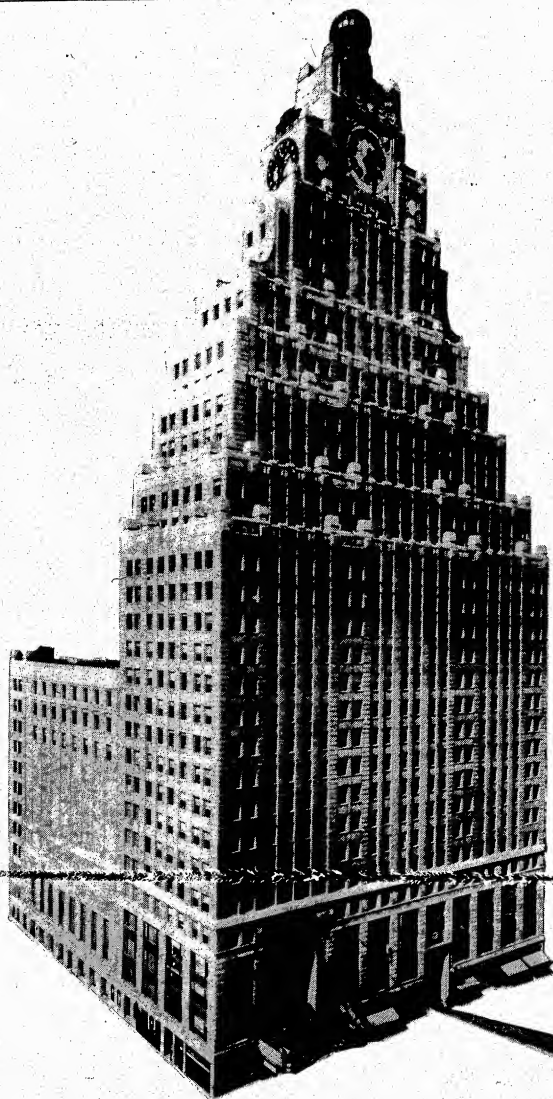
BROADWAY STARS

SWEAR BY

Levlon

WORLD-FAMOUS FOR COLOR ORIGINALS IN NAIL ENAMEL AND MATCHING LIPSTICK

AS SWORN BY RECENT INDEPENDENT SURVEYS



Welcome, Hal B.

# Paramount

is pleased to announce that the producing firm of Hal B. Wallis Productions, Inc., headed by Hal B. Wallis and Joseph H. Hazen, has become affiliated with Paramount Pictures Inc. The future product of the man who made "Casablanca", "Yankee Doodle Dandy", "This Is The Army", "Watch On The Rhine", "Saratoga Trunk", "Princess O'Rourke" and 105 other famous screen attractions, and who twice won the Thalberg Memorial Award, will augment the remarkable succession of fine pictures which has already won industry dominance for Paramount.

Hal B. Wallis productions will be filmed for the most part at the Paramount studio in Hollywood. The remainder will be produced in England—a co-operative move to help insure world-wide acceptance for British-made pictures.

All Hal B. Wallis productions will be distributed throughout the world by

# Paramount

# Wallis Productions





# CORWIN PUTS NIX ON 'BIG THREE'

## Hurdy Gurdy Blues

That 30-second hurdy gurdy sequence in Norman Corwin's recent "New York" broadcast in his trilogy, on cliches precipitated a minor crisis at CBS.

Several hours before program was due to go on the air Corwin got word that the hurdy gurdy contracted for had broken down and would not be available. The news came a city-wide search, including a rush job to two left grocers who had a hurdy gurdy piano in recent postulations. But no dice. Finally Corwin located a grinder under down the lower East Side in N. Y. who agreed to show up.

But in auditioning the gurdy's machine one could identify the single tune it played. To play like the CBS Music Clearance Dept. was asked for an okay on the tune, but the department was equally baffled and put the wheezing gurdy down as "Anonymous and Unpublished." But Corwin wanted a tune that would tie in with the script—so he took to the grinder's East Side home they trudged and finally convinced him, for an added fee, to substitute "A Ticket A Rascal"—which about four bars were played on program.

## WHEELER'S IDEA MEETS CVC-SUPPORT

By GEORGE ROSEN

General impression within the industry is that the proposed Wheeler-Weber bill, to ban all sponsored news programs, regardless of whether it's the outspoken guy with the interpretive angle or the one who merely reads from an AP or UP dispatch, will never pass Congress. The proposals injected into the revamped measure by Sen. Burton K. Wheeler failed to create any undue alarm, even though a Congressional spokesman for the bill would have far-reaching ramifications than anything that's hit the radio industry in years.

That the bill is one method of political retaliation aimed particularly at guys like Walter Winchell, Fred Pearson, etc. who haven't any business about letting out all the stops, and thus far haven't been curbed to any appreciable degree in winning the game they play. The sentiment in most quarters. But to jump all news broadcasters and commentators and ban them from sponsorship in a move that would inevitably force many of the smaller stations out of business was viewed in the opinion of many, tend to jeopardize rather than guarantee freedom of expression, as regarded the representation of radio's role. As such, it's felt, Congress would probably never pass such drastic proposals.

The Wheeler recommendations, many argue, are based on an entirely false premise that doesn't take into consideration a lot of facts, that, in sharp contrast to the Wheeler way of thinking, happen to be true. To be certain, there are a few on the air who are well-wheeled, top-salaried spicels in radio who because of his very independence, are not completely disregard entanglements curbing his freedom of expression. Hence, far from liberating freedom of speech rather than curtail it. Likewise, it's felt, the Wheeler proposal fails to take into consideration the fact that to sponsorship coin goes the credit for radio opening wide the doors to the general public with a knowledge.

(Continued on page 40)

## 'Big Three' in Ciggies Mulling Ad Budget Slash? Trade Apprehensive

### Help Wanted

Talk of the trade is the fact that the job of director of radio is going begging at a time of top agencies, with a reported \$35,000 a year price tag being dangled with no takers. Latter figure was offered to woo one of the sought-for exes from another agency which would have nearly doubled his salary, but, as in the case of others, it was turned down.

Impression is that the guy holding down the job is the scapegoat for the agency's top clients who apparently is plenty annoyed over the low rating of one of his nighttime shows budgeted at more than \$10,000 weekly. Exes who held down the job was only recently ousted.

Current reports have it that the "Big Three" in ciggies are considering the advisability of dropping their publication, advertising for the duration in view of the fact that less and less of the ciggies will be available for civilian distribution. The report has caused some apprehension in the trade, with speculation on whether such a policy, should it materialize, would be extended to radio. Such squeamishness, naturally, is justified in view of the fact that the ciggie cartons represent a hefty chunk of radio's total coin intake.

However, there seems to be little likelihood that the "Big Three" could afford to release their hold on the valuable output of ciggies they now have, particularly at a time when the SRO business has created a backlog of clients who would jump in and grab the forfeited time. Hence, the Big Three would probably be forced to renew their network franchises via the institutional ad medium, as, for example, in the case of Wrigley's. Latter in the face of a complete stoppage of civilian gum output, is actually increasing its radio budget and going to four weekly shows.

## Corwin Puts Nix On 'Boston' Aired

Rather than provoke a possible breach between CBS and its Boston affiliate, WEEI, Norman Corwin, in a move mainly planned to end one of his Tuesday night CBS series on cities ("New York," "Tel Aviv," etc.) to the Hub, put the nix on his own program. Result was that many hoped looked forward to as one of Corwin's most outspoken dramas failed to materialize.

As sketched, Corwin did not intend pulling any punches. His script, which would have brought John Adams, Paul Revere, etc. into modern-day Boston, was hurriedly revised to avoid such a conclusion. "Is this what we were fighting for back in '78?"

Viewpoint also taken by Corwin was to stick to the more conservative line in "New York" and "Tel Aviv," which pointed up a "hopeful" aspect whereas it was felt in doing justice to contemporary Boston would have required a real idea.

Idea to nix the whole thing was Corwin's own. Reportedly, his script and its Boston affiliate had not seen eye to eye on several programs in recent weeks. With Corwin, not wishing to stir up a tempest, as occurred when NBC put on its "Assignment U.S.A." some weeks ago.

## 'Lincoln's Story' Off Air, Sponsor Coin Runs Out, Sustaining Deal Fails

Chicago, May 30.—"Abraham Lincoln's Story," sponsored by the National Small Business Men's Assn., bowed off the air last Sunday, May 29, after 26 weeks on Mutual because of the inability of the association to carry the financial burden of a full network.

Walter Schwimmer (Schwimmer & Scott) had been dickering with Mutual since the past week in an effort to keep the show on the air as a sustainer but the deal fell through when Schwimmer refused to release the show as a package deal to Mutual. Schwimmer had insisted that any agreement to show the show would have to deal through his agency which, in the event of Mutual's excess money, would be able to pay for the show extremely difficult to sell.

Program originated from WGN, Chicago, was produced by Allen Fishburn. Writers were H. Bedford Jones and Carl Haverlin. Show was aired 4:30-5 p.m. (EWT).

Irma Perry Cartwright, for 10 years, manager of KFAB, Lincoln, Neb., was invited to buy an FBI radio broadcast set for the next partnership. De Molins.

## Bates-Gibbs Tiff Shuts 'Open Door'

Differences between Ted Bates agency and producer John Gibbs over scripts of the "Open Door," starring Robert Corwin, will result in show being dropped after the June 30 session. Agency has been pressuring the producing outfit to make changes in the script so as to more closely conform to the super war picture, but Bates refused to offer to buy the show, which the Gibbs group also turned down.

Request for cast changes and additional pressure over scripts caused Bates to see the show as a liability. Bates finally suffered a nervous release her in January and again in March. She finally suffered a nervous breakdown in April and refused to write the show. Script writer was found but differences continued and Paul Stewart, producer on the air, bowed out May 15 with Gibbs taking over the show.

The "Cavalcade of America" chore plus Treasury Dept. shows made Bates' radio career a series of headaches. He agreed to return to the show if Gibbs managed to iron out the agency situation, but he couldn't see eye to eye with the agency and extinction was decided to take the show off the air.

## Koussevitsky Award WNEW Answer to Beef On U.S. Talent Brnshoff

Cueing its action to recent "Life" article by Serge Koussevitsky, the Boston Symphony Orchestra, in which the famed maestro deplored failure to foster and encourage American musical talent, WNEW, N. Y., which generally bends to the piano music drive, has set up the Koussevitsky Award to be selected from series of finalists by the Boston symphony leader and other Boston area musicians.

"Station takes the position that while there are plenty opportunities for 'showmanship' to the 'lighter' end of the radio, it is a lamentable lack of ability to lay out the line to a good performer."

John C. Lee.

## Dough, Talent Up With Fahrenheit As Invasion Hypooses Boom Summer

Networks, sponsors and agencies look to a boom summer with a healthy increase in listening audiences expected to be brought about by the imminent invasion of Europe and expected onslaught of Allied blows in the Pacific.

Hot months which ordinarily are devoid of many of the largest network spenders, will find many advertisers bankrolling comparatively expensive programs, but regular times. Substitute shows this year will have as much audience-pull as possible, in order to garner the huge pay-off on listening.

Sponsors who years past went off the air during the summer are demanding topflight talent for the warm weather weeks and allocating topheavy budgets, both on promoting these stanzas and on the production end, to lure excellent returns. They feel that the public will keep dialed all hours of the day and night, and, in fact, the first news of the invasion, but to keep informed on battles to follow.

As a result of this, the increased sponsorship of news programs, both on the webs and independent stations, is expected to take a turn for the better, after several months in which bankrolling of this type program has fallen off.

Charlotte Greenwood, a large programing pool and an arch are set as a "Summer" participant for "Big Boy" on NBC. "March," her regular, which has gone off the air during the summer months in previous years, is holding on for dear life. Al Young, Canadian comedian; Bea Young, singer; Dan Seymour, actor; and Paul Whelan, singer, among other costly package, will replace Eddie Cantor for 13 weeks. "Duffy's" show on the 10-11 a.m. slot will be replaced for the warm weather weeks by "Nitwit Court," \$3,000 per week, featuring a comedy team of Lever Bros, one of the top spenders in radio, is arranging for replacement for the CBS Burns & Allen and Bob Burns shows. As has given its agencies the go-ahead for advertising with the show, Philo, also a large network advertiser, will sponsor a program featuring Paul Whelan and his orchestra on the Blue, while its "Variety" "Hall of Fame" show takes a summer hiatus and so on down the line.

## Gil Martyn Taking Over Dorothy Thompson Spot On Blue Web June 18

Gilbert Martyn, Blue announcer and news commentator, will replace Dorothy Thompson, who is sponsoring the Tri-Mont. Clothes, in the 7-13:30 Sunday night spot on the web starting June 18 in a straight web narration stint to be sponsored by Nixolac, vitamin product.

Sponsorship will give the Serutan Co., makers of Nixolac, the hour 7-7:30 a.m. hour company also bankrolling Fred Pearson in the 7-13:30 p.m. line. Raymond Specter agency handles the account.

## 'Mr. D.A.'s' I.Q.

Jerry Devine, writer-director of "Mr. Distriety Attorney," is still going around in circles and wondering how he ever wound up getting a test for illiteracy at the N. Y. induction center last week.

All Devine remembers is that he found himself seated at a desk with a number of other induction candidates, where he was handed a sheet of paper containing three test questions and asked to checkmark the lowest one. "Finishing the 'arithmetic' task and waiting 10 minutes for some response, he finally raised his hand to attract the top guy. Latter called over and double-checking the sheet, read the astonished Devine's arm announced, "His grade was 100%."

Devine drew a 1-A all around.

## CBS-BBC Show in Priorities Snag

New travel snags resulting from additional claims on priorities tied in with troop movements and apocalyptic scenes, forced CBS to rearrange its routing schedule for the Sunday afternoon "Transatlantic Cup" programs put on with BBC. Transatlantic—show originating weekly from typically American spots (Lambert, Mo., etc.) in this country, as well as equally characteristic Brian Ross, etc. in the United Kingdom. CBS, etc. to make extensive jumps from one point of origin to another, in order to obtain top priorities, however, has necessitated both shifting of schedules permitting necessary routing plus an additional creek that can move out of New York from which point it is more possible to obtain accommodations.

## Collier's Mag Feature, 'Keep Up With World,' In Elgin Watch Preem

Chicago, May 30.—"Keep Up With the World," long a featured column in Collier's magazine, will be taken over by a replacement for "New World" network show sponsored by Elgin Watch-Shaver Co. as of last week by Walter Thompson agency will be a dramatization of "oddlities of the world" in various forms of columnar. Time the show will be aired is still undecided by Tyler Davis, Chicago, who is currently in the process of finding a better spot than the present Blue Network 7:30 p.m. slot. The show is expected to be a "New World" if current time is retained, new show will bow in July 21.

Detroit.—Addition of Mark Wark as newscaster on staff of WJZ is announced with the agency, Collier's news editor.

## Lion Roars At Paula's Audition

Paula Stone's insertion last week of a "Would You Like a Hollywood Screen Gimmick?" in a weekly feature of her WNEW, N. Y., "Scratch Your Digest" program brought a squawking from the audience. Little Little is handling the account for the new Metro air show, which is scheduled to be a full network.

Reported that when Howard Dietz, Metro's advertising manager, learned of the local program, he communicated the agency and Sunday, May 29, after 26 weeks on Mutual because of the inability of the association to carry the financial burden of a full network.

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Irma Perry Cartwright, for 10 years, manager of KFAB, Lincoln, Neb., was invited to buy an FBI radio broadcast set for the next partnership. De Molins.



## N.Y. Tele Shows Face Competish

The day is not too far distant, according to present indications, when the "fighting" metropolitan N. Y. "gentlemen's agreement" between NBC, CBS and DuMont to split the television week between them on a non-competitive basis will be abrogated by mutual consent or some-one straying off the reservation. CBS now puts videocasts Thursday and Friday nights (letter for live shows); DuMont steps in Sunday, Tuesday and Wednesday with combo live shows and films; and NBC broadcasts films Mondays and Saturdays with an occasional remote sports or spectacle program, garden from Madison Square Garden, on one night right.

If and when NBC resumes live shows as DuMont's studio space is enlarged (probably in July), it's thought that competition in N. Y. city will result.

Any of the three outfits can expand operations and beam telecasts every night in the week, or daytimes, if they so wish. From present indications, DuMont, which by far has the most active video outfit hereabouts since the wartime revival, seems most likely to break out of the current week-splitting agreement.

## Unit B'casting in Bid For Tele License; WCLE Shift to Akron Okayed

Columbus, May 30.

United Broadcasting Co. has applied to the FCC for television licenses for its three stations, having just received approval to shift WCLE, now in Cleveland, to Akron, and to change its call letters to WHKK. This will again give Akron two stations. The new station will be a Mutual affiliate, as are the company's WHK, Cleveland, and WJW, Columbus. Mutual programs were formerly aired in Akron by WJW, which has moved its operations to Cleveland.

When WCLE becomes WHKK, it will move to 630 kilocycles and will increase its power from 500 watts to 1,000 watts, operating on limited time. WHKK is also in for a change. The Columbus station will move from 640 kilocycles to 610 kilocycles and will also double its power, going to 1,000 watts. WHKK will go from limited to fulltime operation. Changes are expected to be completed by Sept. 15.

All three stations will be connected to the Columbus station from time to time for interchanges.

## RCA, PHILCO EXEC'S AT TELE SEMINAR

Second session in the television seminar arranged by the N. Y. Radio Executives Club, Thursday night (29), had David Sarnoff, Philco research director, and Dr. C. B. Jolliffe, RCA's chief engineer, on hand to discuss technical aspects of expected post-war developments in the newest broadcast medium with respect to its eventual position in the ether spectrum.

Smith, chairman of the Radio Technical Planning Board television panel, said expert recommendations by the panel for guidance of the FCC in setting standards and other regulations for video probably would be in definite form at the time necessary materials, along with manpower now occupied with war activities are released. Tele panel, Smith said, is about half way through its deliberations. Care was being taken, he said, to so advise the FCC that room for improvement in tele transmission and reception would be allowed for in preliminary standards approved by the Commission.

Dr. Jolliffe, chairman of the allocation panel, gave an overall picture of the problem faced by his group with special emphasis on fact that, as engineers, were not concerning themselves with selfish interests of any groups within or out of the industry.

This week, June 1, Allen B. DuMont and Ralph Beal, RCA, director of research, will discuss images, present and future.

## PICTURE MAG SKEDS VIDEO SERIES AT GE

Look mag has spotted series of three tele shows for presentation over GE's Schenectady outlet, WRGB. First shot, Thursday (31), will be a photomine recently published in the magazine tabbed "Murder at Midnight," starring Peggy Conklin and featuring Barry Kroeger, Mary Patton and Frank Readek.

Second videocast, June 29, will be photomix, also a mag feature, with Col. Stoopnagle as quizmaster, July 13, stanna by Look will present "Don't Buy Another Depression," with Dan Mich, exec editor, sketched as encoe.

## Kesten, Ream, Goldmark At Tele Press Club

Paul W. Kesten and Joseph H. Ream, CBS veepees, and Dr. Peter Goldmark, company's chief television engineer, are principal speakers for monthly meeting of N. Y. Television Press Club today (Wednesday) at the Blue Ribbon restaurant.

Open forum is set to hurt questions at the CBS execs following their talks.

## Tele Coast-to-Coast

First use of television as prop on coast-to-coast radio show was Ralph Edwards' intro of video for stunt on "Truth or Consequences" Saturday night (27) over NBC. Husband of contestant was dughed in NBC's tele studio and performed before camera for direct relay to stage of "T. or C." show. Stunt made for much confusion on part of the wife and probably did for unseen audience, the large majority of which, of course, had never seen video in action, content then, and probably wondered what was going on.

Pioneer spirit on part of Edwards, naturally, cues his acceptance of tele as soon as sets get distribution, but what other show is so made-to-order for sight-and-sound broadcast?

## Detroit Theatre Tele Bid

Washington, May 30.

United Detroit Theatre Corp. has applied to FCC for a construction permit for a television station.

## Smaller Radio Mfrs. Seen Operating Tele Stations; Det. Firm Asks FCC OK

Detroit, May 30.

## CBC BIDDING TIME ON VIDEO POLICY

Ottawa, May 30.

Formation of a television policy in Canada awaits decisions by U. S. firms, said Dr. Augustin Frigon, gen. of the Canadian Broadcasting Corp., who told the Govt. radio committee that CBC will play down television until definite standards are set. Frigon quoted J. H. Ream, CBS v.p., who said that \$2,500,000,000 would have to be spent by U. S. public on video receivers in the first 5-10 years after the war, adding that Can research would be too costly for CBC to handle without a specific Govt. grant since CBC has set aside only \$100,000 for radio research.

Replying to a committee query Frigon kudoed FM broadcasting

Entrance of the smaller radio manufacturers in the television field as producers of programs as well as sets is evinced in the application by the International Detrola Corp. of Detroit for a permit to operate a postwar commercial television broadcast station.

According to the petition filed with the FCC, the manufacturing company intends to operate its station on the 50,000-60,000 kilocycle channel to serve Detroit and points 20 miles distant. John Gibb, contract administrator for the company, said that the area would include such large urban centers as Pontiac, Ypsilanti, Monroe and Mt. Clemens, in addition to the 3,000,000 residents in the Detroit metropolitan area.

In coupling up a station along with the manufacture of television sets, Gibb said, "we intend to put a pitcher in the game so the catcher would have something to receive."

## About eighteen months ago, continuing measurements in Cincinnati reflected

an abnormal audience rating for one local station. Investigation revealed that the only material change in the station's programming was the addition of a dialing-for-dollars type of money give-away program. Simultaneously, similar types of programs were reported in other cities with the same results; later two other local stations started money give-away programs. A more careful study of the ratings revealed an even more alarming situation—an inflated audience indicated by a disproportionate increase in sets-in-use.

It is reasonable to believe that smart, intelligent programming of any radio station may well result in an increased share of audience for that station. We are not convinced, however, that the mere giving of money over the air will have a tendency to increase the percentage of sets-in-use to any appreciable degree.

We believe that such unorthodox programming practices are of questionable value to an industry which can only develop properly upon a base of undistorted factual knowledge. Therefore, WSAL deliberately inaugurated a program of greater intensity than any previously conducted—its sole purpose to prove that the use of money give-away programs results in a completely misleading picture of the market.

Space does not permit a description of the details of how \$5,000 in War

Bonds were given away, or the complete results. As an example, however, in the 8 to 10 AM period, C. E. Hooper reported for Cincinnati in January, 1944—11.2% sets in use, with an index of 24.3 for WSAL. After eight weeks of money give-aways, Hooper showed for March, 1944, in the same period, 21.8% sets in use (an increase of 94.5%), and a listening index of 50.7 for WSAL (an increase of 108.5%). Frankly, we do not believe the latter figures reflected a true picture of WSAL's audience, or of listening habits in Cincinnati.

To make an analysis of the whole problem, we have retained Dr. Herman S. Hettinger to make a searching study of Hooper reports for Cincinnati, and a number of other cities where money give-aways have been broadcast. Dr. Hettinger is former Dean of the Wharton School of Finance, University of Pennsylvania, and an eminent authority on market research and radio. With the cooperation of C. E. Hooper, a new study will be made to determine first, the effect of money give-away programs on station ratings; second, the true effect of money give-away promotions on audience listening habits; and third, inherent dangers in inflated radio audience figures.

When Dr. Hettinger's findings are completed, a comprehensive report will be made available upon request to any station, advertising agency, or advertiser interested in the problem.

# WSAL

Division of The Crosby Corporation  
CINCINNATI 2, OHIO

REPRESENTED NATIONALLY BY SPOT SALES, INC. NEW YORK, CHICAGO, SAN FRANCISCO



## Inside Stuff—Radio

Dan Lee network's recently announced policy of tossing out religious programs that have only limited appeal and fail to measure up to the Coast chain's standard, took its first stride forward last week when Lewis Allen Wells put through cancellations for six half-hour weekly sponsored broadcasts. It's the forerunner of a clean sweep which will obtain along the entire Mutual right-of-way.

Dropped were "Haven of Rest" and Dr. Louis Talbot, which will likely pick up time on indie stations without any scruples about who pays for the time. Slotted in the vacated niches on Dan Lee are two Mutual feeds, "Shady Valley Folks" and "Rainbow House."

One of those ally tabs that often hamper radio as an effective news medium cropped up again recently during the Gillette-WINS, N. Y., broadcast of the baseball bargain bill at Yankee Stadium. During the fifth inning of the second St. Louis-Yankees game, while nothing was taking place on the diamond, the crowd let out a roar which almost drowned out announcer Don Dunphy. He acknowledged same and said a late scoreboard flash occasioned it. But not until the inning was over did he explain that the bellow was the crowd's reaction to a Brooklyn Dodgers 16-inning defeat on the road. That's something radio should struggle out and allow viewers to be broadcast as they happen.

Coronet mag's piece on the CBS "School of the Air" is another evidence of the unknowns in radio gaining recognition. Article laudates the efforts of Leon Levine, of the CBS Educational Dept., who is given credit as producer of "School," yet he's one of the many in radio who operate quietly behind the scenes without being generally known.

## Millennium!

N. Y. indie got a call last week from a woman who wanted to know where she could buy recordings of the jingles used on the station as commercial plugs.

Station was so flattered it's now contemplating a "Jingle Hit Parade" program.

## CROSLY SWAP DEAL ON STATION DISPOSAL?

Cincinnati, May 30. FCC granted the Crosley Corp. a 30-day extension to June 30 as the time limit to dispose of WSAI, the company having signified its intention of continuing the operation of WLW.

The Enquirer, only one of Cincinnati's three dailies, without a radio affiliation, has been mentioned most as the probable buyer of WSAI. Latest unofficial slant on the deal is that the Crosley org will make a swap of stations with another broadcasting firm similarly affected by the FCC ruling on dual ownership.

## From the Production Centres

Continued from page 36

moving transfer to inactive duty after serving as chief of armed forces' radio service program section. He formerly was Coast radio director for Benton & Bowles. Jean MacFarlane has been named as J. Walter Thompson Coast trade press dept. to join N. W. Ayer Co.

## IN CHICAGO

Burrage Butler, president of WLS, returned to Chicago last week from his home in Phoenix, where he spent the winter. Robert R. Harmon, formerly with KROD, El Paso, has joined WIND staff in charge of public relations and sales promotion. Al Chicago, CBS producer, will be the director on the Tom Mix kid show when it hits the air June 5. Mac Schoenfeld, assistant general manager of the Blue central, spoke before Lions International last week on way to Coast. Eleanor Page Hamilton, radio writer, is ghosting a war here novel. WLS show, "What the Farmer Thinks of Business" was presented before Detroit advertising men at a luncheon meeting May 26. Joe Engelhardt, WBMM-CBS folder, leaves Columbia in three weeks to freelance.

Announcer Don Elder is vacationing at Fargo, N. D. Betty McConville, Wigley restaurant cashier, first discharged WLW along radio row to sport a discharge button. Fred A. Weber joined the Chicago office of Burns-Smith Co. last week. Doug Coulter, CBS v.p. in charge of programming, in town last week on way to Coast. Eleanor Page Hamilton, radio writer, is ghosting a war here novel. WLS show, "What the Farmer Thinks of Business" was presented before Detroit advertising men at a luncheon meeting May 26. Joe Engelhardt, WBMM-CBS folder, leaves Columbia in three weeks to freelance.

## Chi Owners, AFRA At Loggerheads

Chicago, May 30.

In tarring down the offer of a 30% basic increase for announcers by Cragg, B station owners before a WLB panel hearing here last week, American Federation of Radio Artists made a counter proposal of \$35 base pay, pay within pay, and extra compensation for special duties which were adjudged economically unsound by station execs.

Supporting this viewpoint, Dr. Melchior Paly, internationally-known economist, threw a bombshell in the proceedings. Basing his assertions on the theory of the Little Steel Formula, Dr. Paly said that the union's demands were "indefinitely inflationary," and that the disproportionate distribution of earnings under the AFRA contract would result in "intra-professional differences."

Besides proposing that the minimum salaries of announcers be \$35 per week, AFRA asked that the companies grant a 10% increase over the present salaries and agree to furnish them with a memo containing a list of their present announcers, their existing weekly salaries and their salaries as increased by this schedule.

## Swallow's NBC Prod

Part 1 of "Easy, B. B."

## Takes Over Sealtest

Hollywood, May 30.

Changes along the production front moved swiftly last week. John Swallow, first manager of the Hollywood office for NBC and in recent years western division program manager, tendered his resignation after 12 years with the network to free-lance in production. Credited with many innovations, including the gaudier policy, he helped launch a score of present-day cinema successes. Lewis Strotz, western division head, takes over Swallow's duties supplemental to his own. Strotz joined NBC in Frisco 12 years ago as program traffic manager.

Production reins on the Joan Davis-Jack Haley Sealtest program passed from Tom McAvilly to T. B. Redd, who'll continue to direct "Point Sublime." McAvilly's withdrawal followed a long series of fits with Miss Davis.

Over at the Earle C. Anthony situations, KFI and KRCA. Don Edwards leaves July 1 after 11 years with the NBC and Blue affiliates and his post of program director goes to Don McNamara, production manager. Harold Carlock's interim appointment as publicity director of the two stations was made permanent by William B. Ryan, mgr. He succeeds Matt Barr, who swung over to sales.

## SMYTH'S NEW RADIO POST

Washington, May 30.

Robert J. Smyth has been named new chief of radio for the War Finance Division of the Treasury Dept.

He comes here from the Mutual net and WOR, where he had been an account executive and member of the sales committee.

## NASHVILLE, INDIANA... Nice To Come Home To

From the green-lawned homes within the town,  
From the fertile farms beyond, along the red-sand roads,

From the cabins clinging to the hillsides...  
To all the places of the earth where war is waged...  
Sweethearts, brothers, sons and fathers  
Have gone from Nashville.

So relatively few, you say?  
No, they are relatively many out of few!  
So many blue-starred flags wait in the windows;  
So many anxious hearts greet each tomorrow  
With hope, with apprehension...  
Eagerly snatching at morsels of news.

Their precious letters have replaced tall tales,  
When cronies gather at the Liars' Bench;  
Across the grocer's counter, tidings are exchanged:  
"John's won his corporal's stripes".

"My boy's at Anzio".  
"The wire said 'killed in action'".

But they'll come back  
To the green-lawned homes and the fertile farms  
And the hillside cabins...  
Back to Weedpatch Hill, and Salt Creek,  
And Echo Lake, and Yellow Wood Lake...  
For these are wonderful to come home to.

Meanwhile, this is our sacred trust:  
To follow them around the earth,  
And bring the news of them to these friendly homes  
Where ours is a welcome familiar voice.

# WLW

The Nation's Most Merchandise-able Station

DIVISION OF THE CROSLY CORPORATION



## Columbia (U. Not Network) Joins NBC For Radio Instruction Courses

Following on the heels of the announcement last week of plans for courses in radio production and engineering in the secondary schools of New York and ultimately throughout the country, the National Broadcasting Co., in cooperation with Columbia University will expand this training to take in the more fruitful groups in the colleges. NBC has for some time conducted radio institutes at Northwestern and Stanford Universities but Columbia setup far exceeds anything previously attempted along these lines.

Eleven courses ranging from an intro to radio script writing to tele production and music in radio will be given by a combination of NBC execs and Columbia faculty members starting September 20. Classes will be held at Columbia with certain technical courses given at NBC studios. The courses are open to all persons ordinarily eligible for the university's extension system and credit toward a degree will also be given by the school. All students must be okayed by the instructor. NBC execs set the teaching chores. Include John F. Royal (tele production), John McKay (publicity and promotion), Patrick Kelly (announcing), Ferdinand Wankel (use of broadcast and technical equipment), Dr. Frederick Knopke (sound effects), Frank Pepp (production), Samuel Chotzinoff, Dr. Frank Blackley, Ernest La Prade, Arthur Austin, Tom Belviso, David Hall, Thomas Bennett, Morris Manoveroff, Gilbert Chase (all music).

Expected that courses in scripting and broadcasting, radio and tele news services, radio sales, program planning and radio for teachers will be given next year. (45-46).

## CHI SYMPH SERIES GO AL FRESCO JULY 1

Chicago, May 30. For the first time in local radio history a regularly scheduled show of large proportions will be moved to an outdoor spot for several broadcasts this summer.

On July 1 and running until Sept. 2, the Chicago Theatre of the Air Symphony Concerts, usually heard from the WGN studio, will air their Saturday night musicals from the Grant Park band shell, used in former years for the Chicago Park District band concerts. Henry Weber will continue to conduct.

## Drs. Stanton, Lazarsfeld Spotted on WNEW, N. Y.

Unusual program currently being whipsawed into shape by WNEW, N. Y., will dramatize the audience measurement technique for air shows as set forth in the new book by Dr. Frank Stanton, CBS v.p., and Paul Lazarsfeld, of Columbia U.

Both authors are being lined for one-shot program which will simplify for audiences technique evolved by CBS in measuring audience reaction, likes, dislikes, etc.

## Madison Sq. Garden, N. Y. As 'Spotlight' Studio

Ten thousand R. H. Macy (N.Y.) employees, in person, and 5,000,000 other retail store workers throughout the country will be alerted in Coca-Cola's "Spotlight Band" broadcast Tuesday, June 13, from Madison Square Garden, N. Y. Spot is in appreciation of store employees War Bond sales records in past campaigns and their participation in coming Fifth War Loan drive.

Harry James and Morton Downey will headline the Blue network broadcast with James and Bob Chester's orch. slated to play for dancing afterward.

## I. J. Wagner in Switch

Chicago, May 30. I. J. Wagner has resigned from the Arthur Meyerhoff Co. to become vice-president in charge of the newly established local office of the Olan Ayr Co. of St. Louis. Wagner takes with him the Atlas Brewing, Edelweiss and Green River accounts.

Atlas Brewing Co. has bought the 7:30-7:55 p.m. CWB spot over WBBM for a 13-week summerline show beginning June 16. A musical format is being considered.

## Barney Ross Auditions Sports Show for Mutual

Sgt. Barney Ross, recently medically discharged from the Marines, hero at Guadalcanal and former welterweight champion, waxed a 15-minute sport commentary show at WOR, N. Y., last week. (Ft.) for presentation to a prospective client. Ross worked with Tom Slater on the presentation which has both working from a script into which is worked, late scores, advance dope and a Ross reminiscence angle. Feature was prepared as a once weekly shot dubbed "Mutual's Sports Family" with Sgt. Barney Ross." Former champ, incidentally, left for Coast Monday (29) to talk over plans for picture based on his ring and combat careers.

## Wayne King Service Show Bows In June 17

Chicago, May 30. A new service-show called "21 Stars" makes its debut over the full Blue Network on June 17, 2:30-3:00 p.m. (CWT), and every Saturday thereafter for 11 weeks. Program will originate from Station WENR here and feature Major Wayne King and 34th Army Service Force Band. Each week the outstanding performer, in uniform, from one of the service commands will be featured as well as a dramatization on the life of the general in command of that area.

## OWI Opens Congressional Eyes With Report on Radio's Huge War Job

Washington, May 30. The tremendous war job by the American radio industry was disclosed in the hearings on the OWI budget by George Healy, Jr., director of the Domestic Branch.

"The Radio Bureau," he said, brings information to more than 30,000,000 American radio families through four national networks, 891 network and independent radio stations, 250 network commercial programs, 165 regional and spot commercial programs, and hundreds of local commercial and sustaining war information shows.

"Total weekly audience impressions 715,000,000." Healy gave some figures for a specific period which pretty well covered the House Appropriations Committee.

"I have a list here," he said, showing what was done during the week beginning April 3, 1944. The WAVE recruiting program was given over 166,729 listening impressions; the war bond campaign got 141,319,000 listening impressions; rubber conservation got 101,807,000, and so on.

"Now take my breakdown on the WAVE program: 97 network allocations

were made, one national spot allocation, 385 individual station broadcasts, and one special network assignment reaching 900,000 listeners. "One week of the bond drive got 58 network allocations, one national spot allocation, 893 network and independent station allocations."

## Skelton Bowout Cues Nelson-Hilliard Exit?

With Red Skelton Army-bound immediately following next Tuesday's (6) broadcast for Raleigh cigarettes on NBC, additional desertions from the show's cast reportedly are facing Russel M. Seels agency, handlers of account. Coast advisers indicate that Ozie Nelson and Harriet Hilliard, featured with Skelton on the stanza, have been weaned away by a rival major league agency.

Plans for the Nelson-Hilliard team under the new arrangement are not yet revealed. Nor are Seels' plans for the Raleigh program. Agency presumably figured on filling the Skelton gap and retaining some flavor of the high-ranking Coast presentation through use of maestro and Miss Hilliard (Mrs. Nelson).

# WGR

## New Blue Buffalo Outlet Strengthens Web in Upstate N. Y.

★

More Power on Better Frequency enables Blue to debut Nation's 14<sup>th</sup> City and Surrounding Area. **Adding 164,000 MORE** Families to present Daytime Coverage... Station will do standout promotion.

On June 1, Station WGR (5,000 watts day—1,000 watts night on 550 kc) becomes the network's new outlet in Buffalo.

This shift to a station with greater power and better frequency enables The Blue to cover 87,000 more radio homes nighttime—and 164,000 more daytime.

This is particularly important to advertisers because it means that from now on

The Blue will give even stronger coverage for advertisers in upstate New York.

WGR is launching a comprehensive campaign on its new affiliation with The Blue — to swing the audiences over and in addition will continue to promote Blue sponsored shows with unusual aggressiveness.

## The Blue Network

AMERICAN BROADCASTING SYSTEM, INC.







# MORE COLLEGE-PROMS SERVICE CAMPS THAN ANY OTHER BAND

## NBC, CBS, Blue, Mutual Plugs

Following is list of the most played popular tunes on the networks for the week beginning Monday and through Sunday, May 22-28, from 8 p.m. to 1 a.m. List represents the first approximately 25 leaders in alphabetical order. (In some cases there are ties, accounting for a longer list). The compilations embrace the NBC, CBS, Blue and Mutual Networks, as represented by WEAF, WABC, WJZ and WOR, N. Y., and are based on data provided by Accurate Reporting Service, regular clearing source of the music publishing industry.

TITLE	PUBLISHER
A Follow on a Furloong	Block
Amor—"B'way Rhythm"	Melodians
And So Little Time	Lincoln
Forget Me Not In Your Eyes	Triangle
Goin' My Way—"Goin' My Way"	Bunkie
Goodnight, Wherever You Are	Shapiro
Holiday for Strings	BVC
How Blue the Night—"I'd Jills and a Jeep"	Robbins
I Dream of You	Emmshaw
I Love You—"Mexican Harp"	Chapell
It'll Be Seeing You	Williamson
Till Get By—"Guy Named Joe"	Beila
I'm In Love With Someone	C-P
It Could Happen to You—"Auld Angels Sing"	Famous
It Had to Be You—"Show Business"	Ranck
His Love, Love, Love	Santley
Kentucky	BMI
Long Ago and Far Away—"Sweet Girl"	Nank
Louise—"You Can't Ration Love"	Patamout
Milkman Keep Bottles Quiet—"B'way Rhythm"	Fiel
Pouncing	Nank
Pretty Kitty Blue Eyes	Santley
San Fernando Valley	Morris
Someday, I'll Meet You Again—"Passage March"	Williams
Swingin' on a Star—"Goin' My Way"	Burke
Time Alone Will Tell—"Pin Up Girl"	Ridgman
Time Waits For No One—"Shine Harvest Moon"	Ranck

† Filmmusic. \* Legit Musical.

## 'Sell' Wall St.

Good, postpones start of the drive until after the war.

Not openly expressed but considered by informed persons as principal reason for the unprecedented move is feeling of necessity by Wall Street to have the nation's financial interests at the peace conference presented to the public at large. Many worthwhile propositions, financially speaking, might face immediate rejection by the man in the street, it's feared, merely because they are advanced or supported by Wall Street.

Exchange members recently gave serious consideration to sponsoring "America's Town Meeting of the Air," since sold by the Blue network to Reader's Digest. Understood, however, that the "Meeting" Exchange deal never reached the "dotted line" stage although it did serve as a tipoff to the \$5,000,000 drive contemplated post-war.

Missionary fund has been set up from dough accumulated through the Big Board's tax on transactions and activities will be in hands of Dorema and Guenther Law, ad agencies for the Exchange, according to present indications.

## Ober-Vance

Continued from page 1.

step up to the plate on a new field you have to make a hit—there's no such thing as a reputation over here; you do it all in two hours, or you don't, and that's all there is to it. Somehow, we so far have managed to get to the boys each time, and the feeling of bringing them around is a new thrill each time. The laughter, the uplifter in the most vigorous stuff you ever heard—it is physical, it has impact. We think God for the play we have. Heaven, help us if we were here with a pebble, polite comedy. Over 21, profits to be sound, both in its humor and in its basic Army philosophy—a magnificent choice.

"Ten years of topnotch stock wouldn't tempt half so much as 10 weeks of this."

Others in the "21" cast are Erin O'Brien-Moore, Judson Laire, Adele Longmire, Bob Allen and Harry Bellaver. When last heard of the company was in Algiers. Those selected for the second overseas company include Helen Ford, Ed Ryan and Curtis Cookley.

## On the Upbeat

Joe Glaser agency moves today (Wednesday) to the Seaboard Bldg. N.Y., which also houses Music Corp. of America offices.

Sammy Kaye's Capitol theatre, N. Y., date moved up to June 15. He opens at Astor hotel, N. Y., Aug. 4, following Tommy Tucker, who succeeds Harry James, current.

Will Osborne band signed for Abbott & Costello film at Universal, starting July 3.

Leonard Suss is another instrumentalist signed by General Amus Corp. to head a post-war band.

Ted Lewis band will play its first date at Stanley theatre, Pittsburgh, in more than two years, week of June 2.

Pete Candall, trumpet, replaced Jimmy Campbell with Woody Herman. Campbell is with Harry James.

William Penn hotel, Pittsburgh, shutting its Terrace Room July 1 for the summer.

Harry Simeone, former arranger for Fred Waring, goes to Paramount Pictures.

Chet Bykes, who recently disbanded once outfit, now pianist and organist in Curly Smith's combo at Main Street Club, Cleveland.

Henry George's reorganized band shifted from Southern Tavern, after two year stretch, to Cabin Club in Cleveland.

Illinois Jacquet, recently with Cab Calloway, opened with his own orchestra at the Silver Slipper, San Diego.

Fredrick Fischer's car winds up this week at the Radio Room, Los Angeles, and switches management from General Amusement Corp. to Fredrick's Bros.

Fredrick Webster, trumpeter, rejoined Lucky Millinder's band at the Savoy Ballroom, N. Y. (18).

## Jerome's New Departure In Instrumentation Clicks

### MODERN MOOD MELODIES

by

# HENRY JEROME

AND HIS ORCHESTRA

featuring

## JIMMY COOK and BETTY MCKAYE

Currently

BLUE ROOM, ROOSEVELT HOTEL

NEW ORLEANS

May 18 thru June 14

New Orleans Press concurs in commendation  
"BEST TO PLAY AT THE ROOSEVELT," say both.

### New Orleans Notes

After demanded repeated success from Jimmy Cook, the vocalist who recently left Tommy Dorsey's orchestra to join Jerome's orchestra, raising from rhapsody to an excellent interpretation of "San Fernando Valley" with petite Betty McKay. Jimmy, with the band, and rhythm sections function smoothly. The solo here are good. Henry himself, who has been playing since he was 12, tops a right nice trumpet.

### The Times-Picayune

"That big Henry Jerome, whose band opened Tuesday night at the Blue Room, is all right. The orchestra is one of the best to play at. The Roosevelt dance and dance night in many months. The band, and rhythm sections function smoothly. The solo here are good. Henry himself, who has been playing since he was 12, tops a right nice trumpet."

### GENERAL AMUSEMENT CORPORATION

Thomas C. Rockwell, Pres.  
New York Chicago Hollywood

Currently (4 Weeks)  
Club Frolics, Miami

BIGGEST WEEK NIGHT  
in Frolics History (May 16)  
in spite of 30% Tax and  
new 12 o'clock curfew. Sec-  
ond only to our own Record  
New Year's Eve, 1942.

HOLLYWOOD NEXT STOP  
for Universal Feature with  
ABBOTT and COSTELLO

## WILL OSBORNE

AND HIS  
HOLLYWOOD BAND

For Motion Pictures  
EDWARD SHERMAN AGENCY  
Hollywood  
MANAGEMENT  
GENERAL AMUSEMENT  
CORPORATION  
NEW YORK HOLLYWOOD

From the United Artists Musical  
"SONG OF THE OPEN ROAD"

## The Hit Songs

TOO MUCH  
LOVE  
and  
HERE IT IS  
MONDAY

Lyrics by  
Kim Gannon  
Music by  
Walter Kent

## BARTON MUSIC CORP.

ACK KEARNEY, Pres. Mgr., • 1619 Broadway, New York 19, N.Y.



# PRETTY KITTY BLUE EYES

Lyrics By MANN CURTIS  
Music By VIC MIZZY

As A Waltz

As A Fox-Trot

Bright Waltz Tempo

When she walks a - long on the street fel - lows shout, "Here, pret - ty Kit - ty, here, PRET - TY KIT - TY BLUE EYES." You can hear 'em shout ev - ry time she goes out, "Here, pret - ty Kit - ty, Here, PRET - TY KIT - TY BLUE EYES." But she looks at no boy, She's lone - ly in New York But she goes with no boy, She's got her mem - o - ries 'Cause she loves a dough - boy, Named John - ny O - 'Rourke. That's why 'shell nev - er hear an - y one till he'll shout, "I'M HERE, pret - ty Kit - ty, Here, PRET - TY KIT - TY BLUE EYES." BLUE EYES."

Copyright 1944 by SANTLY-JOY Inc., 1619 Broadway, New York, N. Y.

By the Writers of  
IT'S LOVE, LOVE, LOVE  
Their Newest—A Novelty Fox-Trot Rhumba

## THE SONG OF CALYPSO JOE

[Come With Me My Honey]

By MACK DAVID, JOAN WHITNEY, and ALEX KRAMER

## OH PLEASE TELL ME DARLING

By The  
Writers of  
MAIRY DOATS  
Special Material  
Ready

## TAKE IT EASY

A Standard  
In M-G-M's  
Current  
"Two Girls  
And A Sailor"

## BELL BOTTOM TROUSERS

The Big Navy  
Gang Song

The Song  
With The  
Disappearing  
Chorus

SANTLY-JOY, Inc.

1619 Broadway, New York 19

TOMMY VALAND, Prof. Mgr.

JOHNNY GREEN	MACK COOPER	JOE SOLOMON
BENNY MILLER	JACK FAY	DAVE BERNIE
Chicago	Boston	Hollywood

Winner and Still  
Champion....  
1944 Esquire  
All-American  
Poll....

# LOUIS ARMSTRONG

AND HIS ORCHESTRA



"There's A  
Little Bit Of  
Armstrong In  
'Em All'—"

NOW IN  
PRODUCTION  
REPUBLIC PICTURES  
'ATLANTIC CITY'

Currently  
**TRIANON BALLROOM**

Los Angeles  
California

DECCA  
RECORDS  
EXCLUSIVELY

• New Address and 'phone •

**JOE GLASER**

745 Park Ave. 25th Floor New York PL 5-0078

## Music Notes

Musierafi Records, Inc., of New York, has changed its name to Metropolitan Records, Inc.

Nathaniel Finston, Metro's music chief, appointed to the U. S. State Department's Advisory Committee on Music.

Mayfair Music is publishing a "Here's to Romance" folio based on Harry Cool's radio commercial but containing, of course, Mayfair copyrights.

Francis Steingasser, Werner Heymann and Norman Brown working on "The Devoting Angels" score at Producers Corp.

Jimmy McHugh and Harold Adamson wrote "In the Middle of Nowhere" for Perry Como's "Something for the Boys" at 20th-Fox.

Iskham Jones Music Corp. of N. Y. has been dissolved. Papers to this effect have been filed with the Secretary of N. Y. State.

Frank Harris and Lew Pollack teamed to cleft numbers for "Girl Rush" at RKO.

Jose Hurbi directed 100-piece orchestra and 100-voice chorus for "Music for Millions" at Metro.

David Snell and Johnny Green scoring "Lost in a Harem" at Metro.

Joan Whitney, Alex Kramer and Mack David sold "Come to Me, My Honey," to Columbia.

Paul Saville will direct his own score for "Secret Command" at Columbia.

Unknown Composer, Inc., chartered to conduct a music publishing business, with a capital stock of 100 shares, no par value. Directors: Sylvan Waller Frank and Ellen Frank, Baldwin L. L., Ethel J. Daab, Hempstead, L. I.

Jack Richmond shifted to contact staff at Marchand Music, N. Y., last week.

Television Music Corp., chartered to conduct music television, music

publishing and orchestra managing business, with offices in New York. Capital stock is 100 shares, no par value.

Robert E. Marks, of E. B. Marks, upped to Army corporal recently.

Harry Cool signed as one of the singers for Rodgers & Hart Decca album.

Murray Miller, once manager for Irving Berlin, joined 20th-Fox music staff.

Josef Myrow is the new general manager for the American Academy of Music, Inc., with headquarters on the Pacific Coast.

Bill Lava-Alyce Walker scored "I Dropped a Dri-Drill" to Republic for film "San Fernando Valley."

Carmen Dragon writing background music for "Mr. Winkle Goes to War" at Columbia.

Hoggy Carmichael completed acting chore in "To Have and Have Not" at Warners with Leo Forstman writing score of same picture.

Sammy Cahn-Jule Styne wrote "Thinking About the Wabash" for "Battleship Blue" (Col.).

Emil Newman scoring "Sweet and Low Down," Benny Goodman musical at 20th-Fox.

Monogram Music Corporation chartered to conduct music publishing business in N. Y., with capital stock of \$10,000, stock shares \$100 par value. Directors, Benjamin D. Pollack, Benjamin Fried, Mone Skor.

Lennie Haylen directs scoring of "Meet Me in St. Louis" at Metro.

Harry Warren and Arthur Freed teaming on the score for "Volando and the Thief" at Metro.

Dr. Miklos Rozsa writing background music for "The Love of Madame Sad" at Columbia.

Allen Best, former professional manager of Noble Music, shifted to same capacity with Superior Music in N. Y. Monday (29).

## GEORGE PAXTON'S NEW BAND INTO ROSELAND

George Paxton's new orchestra, financed by music publisher Jack Robbins, will play its first date at Palisades Park, Fort Lee, N. J., opening June 23 for three weeks. It has also been set for 10 weeks at Roseland Ballroom, N. Y., following the Palisades job.

Paxton's a trombonist and arranger, formerly with the Ray Hutton's orchestra.

## Barnet's Wife Signs 20th-Fox Contract

Harriet Clarke, wife of Charlie Barnet and former vocalist with his band, has been signed to a performer contract by 20th-Fox. She leaves for the Coast in two weeks to begin film training at starting salary of \$150 weekly.

Recently she has been in the line at the Copacabana, N. Y.

AND SO LIVED SOME

**STANDARD RADIO**  
and other Transcription Com-  
pounds are this day 1944 at  
lowest of more like of ever 100  
publishers, plus old favorites,  
Jazzland, best sheet and price  
of chorus. Sample free.

**TUNE-DEX**  
1619 Broadway New York 18

Concerning  
**LOUIS JORDAN**

"Tops in recordings—  
Louis Jordan's Decca  
recording of 'Is You  
is or Is You Ain't  
(Ma' Baby)'"

Dorothy Kilgallen,  
N.Y. Journal-American

A RECORD HIT... AND A HIT ON RECORDS!

**Milkman, Keep Those Bottles Quiet**

Words and music by DON RAYE and GENE DE PAUL

ON Decca  
WOODY HERMAN

ON Capitol  
ELLA MAE MORSE

ON Victor  
KING SISTERS

Leo Feist inc. 1619 BROADWAY, N. Y. 18

HARRY LINK, Gen. Prof. Mgr.  
GEO. DALIN, Prof. Mgr.

## 10 Best Sellers on Coin-Machines

(Records below are grabbing most nickels this week in jukeboxes throughout the country as reported by operators to "Variety." Names of more than one band or vocalist after the title indicates, in order of popularity, whose recordings are being played. Figures and names in parentheses indicate the number of weeks each song has been in the listening and respective publishers.)

1. I'll Be Seeing You (6) (Williamson)....	Bing Crosby .....	Decca
2. I Love You (6) (Chappell).....	Tommy Dorsey .....	Victor
3. Long Ago, Far Away (3) (Crawford)....	Bing Crosby .....	Decca
4. I'll Get By (5) (Berlin).....	Perry Como .....	Victor
5. San Fernando Valley (3) (Morris).....	Haynes-Farrar .....	Decca
6. Love, Love, Love (10) (Santily).....	Perry Como .....	Victor
7. Don't Sweetheart Me (11) (Advanced)....	Harry James .....	Columbia
8. Do Nothing Till Hear (14) (Robbins)....	King Sisters .....	Victor
9. Milkman Keep Bottles Quiet (2) (Fels)....	Bing Crosby .....	Decca
10. Goodnight Wherever Are (1) (Shapiro)....	King Sisters .....	Victor

## 10 Best Sheet Sellers

(Week Ending May 27)

Long Ago, Far Away.....Crawford	
I'll Be Seeing You.....Williamson	
I'll Get By.....Berlin	
San Fernando Valley.....Morris	
Love Love.....Santily	
Goodnight Wherever.....Shapiro	
Amor.....Melodylane	
Don't Sweetheart Me.....Advanced	
Swingler On Star.....Burke	
31 Jive.....Capitol	

## Squires-Durso's Concert Deal

Dick Durso is extending his Century Artists, Ltd., with a new subside, Henry D. Squires is now. Later which party the William Morris agency to Durso, and will extend his concert activities to embrace Phil Spitalny, Edwin Frank Goldman, Eileen Farrell, Sigmund Spaeth, Jerome Robbins ("Fancy Free" ballet soloist), Earl Robinson's "A Lonesome Train" (song by Norman Corwin on CBS) which will be concertized with Lyn Murray choir, et al.

Squires, who handled Sigmund Romberg, under a Morris office tour, into big concert b.o. plans dittoing for the Andrews Sisters, first time for that pop title to hit the concert platform. They will be supported by a piano duo and incidental instrumentalists. This concert venture, a pioneering effort for the pop disc title, commences in August.

Marty Melcher, personal rep. for the Andrews, has joined the Durso organization, and Squires has brought over Ralph Singer who handled the Tromberg tour with him from the Morris office.

City Ed Turns Lyricist

Tony Casey, city ed. of Brooklyn (N. Y.) Citizen, finds time between editions to woo the muse. Result is lyrics for two new songs, titled "Dream House for Two" and "In the Same Sweet Way." Johnny Tucker has drafted both.

## Bands at Hotel B.O.'s

(Presented herewith, as a weekly tabulation, is the estimated cover charge business being done by name bands in various New York hotels. Dinner business (7-10 p.m.) not rated. Figures after name of hotel give room capacity and cover charge. Larger amount designates weekend and holiday price. Compilation is based on period from Monday to Saturday.)

Band	Hotel	Covers	Weeks	Flashed	Week	Covers	On Date
Harry James.....	Astor (800; \$1-\$1.50).....	1	6,000	6,000			
Emil Pett.....	Biltmore (400; \$1-\$1.50).....	10	1,000	9,275			
Lani McIntire.....	Lexington (300; 75c-\$1.50).....	119	1,725	216,800			
Tony Pastor.....	New Yorker (400; \$1-\$1.50).....	3	1,825	580			
Glen Gray.....	Pennsylvania (600; \$1-\$1.50).....	5	2,300	4,500			
George Hamilton.....	Waldorf (550; 42).....	2	2,700	7,100			
Count Basie.....	Lincoln (275; \$1-\$1.50).....	7	1,275	9,950			
Boyd Ricks.....	Commodore (400; \$1-\$1.50).....	4	900	5,075			

\* Asterisks indicate a supporting floor show. New Yorker and Biltmore have ice shows. Waldorf has Norton Douray. Lexington has Hazelwood floor show.

## Chicago

Neil Bondhu (Mayfair Room, Blackstone hotel; 400; \$2.50 min.). Bondhu and George Price accounted for very good 2,500.  
Carmen Cavallaro (Empire Room, Palmer House; 700; \$3-\$3.50 min.). Business slipped some, but Cavallaro and Larry Adler still strong 8,500.  
Sunny Dunham (Panther Room, Sherman hotel; 950; \$1.50-\$2.50 min.). Dunham hasn't hit stride here yet, but neat 5,000.  
Edie Oliver (Marine Room, Edgewater Beach hotel; 1,100; 50c and 75c cover charge plus \$1.25 min.). Parties brought in good 5,100.  
George Olsen (Boulevard Room, Stevens hotel; 700; \$2.50-\$3 min.). Olsen has built nice clientele. Played to fine 4,500. Leaving June 1.  
Henry Strong (New Walnut Room, Bismark hotel; 465; \$1.50-\$2.50 min.). Strong, who opened Friday (27) boosted figure to around 4,100.

## Los Angeles

Freddie Martin (Ambassador; 900; \$1-\$1.50). Ebbing slightly to 4,000 late.  
Joe Reichman (Biltmore; 900; \$1-\$1.50). Solid check for 4,200 covers.

## Location Jobs, Not in Hotels

(Chicago)

Gay Claridge (Chez Paree; 650; \$3-\$3.50 min.). Sophie Tucker has SRO sign up here. Capacity 5,200.  
Chuck Foster (Blackhawk; 500; \$1-\$2.50 min.). Picked up. Foster played to about 3,500.

(Los Angeles)

Jan Garber (Palladium B, Hollywood, fourth week). Pushing the all-time record to near 32,000.  
Lester Armstrong (Trianon B, Southgate, third week). Socko b.o. punch will top 10,000.  
Fredette Slack (Slappy Maxie's, N. Los Angeles, first week). Slack and Boyd Richart cover capacity 5,200.

## Horace Heidt Due Into

### Penn Hotel, N. Y., in Aug.

Horace Heidt's orchestra will play its first location date in N. Y. in several years later this summer. Contracts haven't been completed, but he will follow Les Brown's orchestra into the Pennsylvania hotel in August.

He's in for four, and possibly six, weeks.

## Briglia to Leave Gray

Tony Briglia, drummer with Glen Gray's Casa Loma band, and who is, with Gray and Stanley Deane, one of the lone surviving members of the original cooperative combination, will leave that outfit within the next couple weeks. He will be replaced by Louis Fromm, formerly with George Auld.

Briglia's intentions after he leaves the band are undisclosed.

Denny Becker orchestra plays its first eastern theatre date at Low's State, N. Y., June 22.

## Non-'Aryan'

Continued from page 1

Commissioner of Information for the DeGaulle authorities.

Other business enterprises owned or operated by non-'Aryans' in North Africa have been returned to their former owners, but the DeGaulles are retaining theirs. In some quarters this is interpreted as an indication that the DeGaulle intend to control the scene after the war, because of its importance as a communications media. Possibly of course, that this may be only a waiting measure and that the theatres will be returned to private ownership when the war ends.

DeGaulle officials, meantime, in response to protests from theatre operators who have been deprived of properties, have stated that a decision on the matter has been indefinitely postponed.

Around 30 theatres are understood involved.

FROM THE OFFICES OF RESEARCH RADIO DIVISION, DR. JOHN FEATMAN, DIRECTOR, NEW YORK CITY

## RADIO'S ALL-TIME STANDARD SONG FAVORITES!

(Listening Volume Week of May 10th)

## 2 In The First 10!

### SONG

"Great Day"

"Night and Day"

"The Way You Look Tonight"

"Begin the Beguine"

"Smoke Gets in Your Eyes"

"I Get a Kick Out of You"

"I've Got Rhythm"

"EXACTLY LIKE YOU"

\* "I CAN'T GIVE YOU ANYTHING BUT LOVE, BABY"

"Embraceable You"

### COMPOSER

Vincent Youmans

Cole Porter

Jerome Kern

Cole Porter

Jerome Kern

Cole Porter

George Gershwin

JIMMY McHUGH

JIMMY McHUGH

George Gershwin

"It's Nice to Be in Top Flight Company"

## JIMMY McHUGH

Under Contract 20th Century-Fox

Management MCA, Ltd.

## 20th Claims Author, Pub of 'Ta Ra Boom' Don't Own Song, So Can't Sue

Claiming that the song, "Ta Ra Boom Dere E," used by them in two of their films, "Heaven Can Wait," and "Sweet Rosie O'Grady," was not an infringement of copyright, 20th-Fox, last week (28) filed answers to the suit brought by Edward B. Marks Music Corp. and Margaret Doyle, whose action seeks injunctions and damages for alleged infringement.

20th-Fox asks dismissal of the complaint, alleging in its defense the plaintiffs have no valid renewal rights to the song that it consists of two verses written by the late composer, Henry V. Sawyer; this music has long been in public domain.

20th further alleges that the plaintiffs are prevented from asserting claims of infringement, because they failed to file notice or recording fee with the copyright office in 1908, also assert any/due to fee to record and reproduce the song.

### Xavier Cugat Scheduling Initial Dance 1-Niters

Xavier Cugat may play three days of one-night promotions late in June, first such dance dates his band has ever played out of N. Y. Cugat has three days open between theatre bookings, June 23-25, and is tentatively set on one of them at Andy Perry's spot in Allentown, Pa.

Cugat several times has played dances in N. Y. in association with Dick Gilbert, WINN record jockey.

Pinkard Publications, Inc., has been chartered to conduct a music publishing business in New York City, with Maxco Pinkard, well known song writer, as one of the directors. Edna B. Pinkard and John E. Brickman are the other directors.

### MCA Pays Off Daley On Sinatra Cancellation

Option held on Frank Sinatra by Frank Daley's Terrace Room, Newark, has been settled by payment to Daley of an undisclosed sum by Music Corp. of America, which manages Sinatra. Deal was finally settled last week after several weeks of dickering.

Sinatra played Daley's spot for a couple weeks early in his career as a singer. Odd angle is that the original booking and option made by General Amun, while MCA, which later took over his contract, settled it.

### Solly Loft's Buy-In

Solly Loft, who recently went to the coast as representative of Witmark Music, has bought into Variety Music and Walter Jacobs, Inc., publishers owned by Arthur Freed, songwriter and Metro producer.

Loft was former third-partner in Campbells-Forgin. He was bought out for \$20,000.

### Classic Records Charted 'Hit Distributors' Org

Albany, May 30.—Hit Record Distributors, Inc., has been chartered to conduct a music and phonograph records business in New York, with capital stock of 100 shares, no par value. Directors are Philip Bettin, Evelyn Hurwitz and Charles Berkson.

This is the outfit set up by Eli Oberstein, head of Classic Records, who got the hit label, to dispense his product direct to the consumer.

### Band Reviews

EDDY HOWARD ORCH (12) Terrace Room, Newark, N. J.

This is the first trip set up by Eddy Howard orchestra, a three-trumpet, one-trombone, four-sax, three-piece combo built expressly to take advantage of the tremendous popularity Howard built up with his vocalizer several years ago with Dick Jurgens' orchestra.

A bright personality, clean-cut and well-dressed appearance, and a smooth manner of handling himself and projecting his vocals make obvious reasons for Howard's popularity. Following. Whether he can duplicate that nationally, or in the east, is a moot point, his band hasn't the required power.

Howard's combo is a neat little group which adheres closely to the type of commercial music that is in demand on the floor. It does an "up-tempo" occasionally and otherwise does a pleasant all-around job, but hasn't the style of band that would make anyone sit up and take notice. Its main fault is that there is a tendency toward similarity of arrangements, majority of them lack color.

Howard has an ingratiating style of interpretation and gets the most out of the melodies he selects. His whole attitude on the stand is one of "step up and let's have a chat and a request tune, partner," and it seems to go over with a bang. With a full-size band and a more up-tempo library, there isn't much doubt that the guy could become a moderately big name now that he is solely in his home territory. Wood.

LAWRENCE WELK ORCH (14) With Jayne Walton, Bobby Beers Edison Hotel, N. Y.

Lawrence Welk is perhaps the most powerful of the three Chicago names that opened in the N. Y. area with their bands last week (Eddy Howard, Bob Strong are the others). His name on a Chicago marquee is worth as much as some of the nationally potent combos. This is his first trip out on location (he was at the Capitol theatre, N. Y., six months ago), and at a spot such as the Edison his band is ideal.

Composed of three fiddles, three sax, two trumpets, two trombones and three rhythm, the outfit plays highly colorful commercial arrangements. Like all bands fashioned with a buck in mind (and this one is said to have cost quite a few of those things), it occasionally bats one out to satisfy the hot-headed patrons, but the majority of its stuff is fooling. It is a well-rehearsed group that also plays well.

Welk himself is okay as a front man; he plays accordion occasionally, but mostly is content with leading. He has a couple Decca recordings riding high for him currently (see separate story) and is in N. Y. at this spot mainly to be close to recording studios.

Welk has two singers, both excellent. Jayne Walton, a fair looking, singer with a lovely ballad voice, a clean-cut and good-looking youngster, has a likeable manner and style of delivery for novelties and rhythm tunes.

This band should do as well as the Edison as the 30% tax permits. Wood.

Benny Burten band goes into Vogue Terrace, Pittsburgh, this coming Friday (22), with Art Kassel following him in on the 16th for a limited engagement.

### Waiters, Kitchen Help Prefer Sundays Off

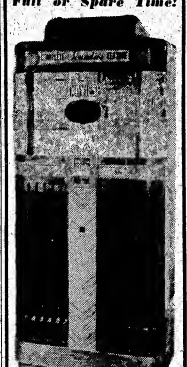
So Penn., N. Y., to Oblige

Because kitchen and waiter help is partial to Sundays off instead of Mondays, plus the fact that business on the Sabbath has fallen off, the Cafe Rouge of the Hotel Pennsylvania, N. Y., will reverse its current policy of Sundays on, Mondays off. Change will be effective June 11 weekend. It would have occurred the coming week, except that Glen Gray's Casa Loma band is booked Monday (5) out of town.

Penn originally was a Sunday-closed job, but with the opening there last October of Tommy Dursy's orchestra, the policy was changed and continued after his departure.

National Sound Corp. has been chartered to conduct a music publishing business in New York. Capital stock is 200 shares, no par value. Directors are Albert B. Green, Samuel Cohen, and May Hunan.

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(A Sweet heart's Plea)

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And Returning Again In The Fall

# \$Simple Arithmetic

- + "Boff" ABEL GREEN, Variety.
- + "Class" CLEVELAND NEWS.
- + "Terrific" OWAN RANNEY, CLEVELAND PRESS.
- + "Remarkable" LEONARD LYONS, NEW YORK POST.
- + "Greatest" EARL WILSON, NEW YORK POST.
- + "Clicked" GENE KNIGHT, N. Y. JOURNAL-AMERICAN.
- + "Sensational" LEE MORTIMER, NEW YORK MIRROR.
- + "Success" VIRGINIA FORBES, N. Y. SUN.
- + "Bigger" WALTER WINCHELL, N. Y. MIRROR.
- + "Best" CLEVELAND PRESS.
- + "Great" GEORGE W. CLARKE, BOSTON DAILY RECORD.
- + "Tremendous" GEORGE HOLLAND, BOSTON EVENING AMERICAN.
- + "Masterful" JOHN A. HAMILTON, BOSTON EVENING GLOBE.
- + "First" DALE HARRISON, CHICAGO SUN.
- + "Sensation" ANN MARTISER, CHICAGO HERALD AMERICAN.
- + "Great" CHARLES GENTRY, DETROIT TIMES.
- + "Magnetic" HERSCHELL HART, THE DETROIT NEWS.
- + "Ingratiating" MARY HARRIS, WASHINGTON POST.
- + "Genius" NICK KENNY, N. Y. MIRROR.
- + "Irresistible" ROBERT W. DANA, N. Y. HERALD TRIBUNE.
- + "Hit" ELSA MAXWELL, N. Y. POST.
- + "Sensation" PAUL MARTIN, N. Y. WORLD-TELEGRAM.
- + "Biggest" DANTON WALKER, N. Y. DAILY NEWS.
- + "Sensation" JACK EIGAN, WOR.
- + "Sensational" EARL WILSON, NEW YORK POST.
- + "Triumphant" GENE KNIGHT, N. Y. JOURNAL-AMERICAN.
- + "Smash" GENE KNIGHT, N. Y. JOURNAL-AMERICAN.
- + "Hit" ED FITZGERALD, WOR.
- + "Charming" LOUIS SOBOL, N. Y. JOURNAL-AMERICAN.
- + "Recommended" ED SULLIVAN, N. Y. DAILY NEWS.
- + "Phenomenon" JEROME DREIFUSS, WORLD FEATURE SERVICE.

# Carl Brisson

## Senate Finance Comm. Seen Passing 10% Nitery Tax, Then Awaits House OK

The McCarran-Dewitt amendment to the Debt Limitation Bill, which would reduce current 30% nitery tax to 10%, is now figured to be passed upon by Senate Finance Committee in Washington today or tomorrow. It would then go to the House. From inside sources it's revealed that the "worst" that could happen then (before the House) would be tilt of 5%, or possibly 10%. If the finance committee passes it at 10%, it is still thought a happy compromise will be 15%.

Mat Shelvey, national director of American Guild of Variety Artists, spent the weekend in N. Y. mobilizing additional data on nitery unemployment since invocation of the higher tax. With this ammunition he returned to Washington yesterday (Tuesday) with Noah Braunstein, counsel for Cafe Owners' Guild of N. Y.

During the past week union locals in 57 key cities passed resolutions

of support for the tax reduction bill, pointing up the unemployment crisis. They have also pressured Representatives and Senators from their own districts to act favorably on the amendment.

Florine Bale, west coast rep. for AGVA, has lined up all union drafts of the six industry, also studio types and stars who are pressuring California reps as well as those in their home districts. It is known that over 5,000 petitions from various labor groups against tax reduction demand both houses last week. And more are still coming in.

While Shelvey was sanguine that the matter would be settled this week, several hundred niteries are standing firm on their June 1 deadline for talent and musician taxes. Most feel they can forestall further headaches by closing for June, with customary "closed for repairs" notices, and reopening in July if everything is okay again. It's estimated this will add at least 5,000 more to the 20,000 already unemployed.

### RADIO'S 'BLIND DATE'

#### IN HUB VAUDE TRYOUT

"Blind Date," Blue network weekly radio drama featuring Arlene Francis, bows in as a vaude turn June 22 at the RKO, Boston. Bob Chester, orch and two additional acts will also be on the bill. Subsequent theatre dates for "Date" hinge on audience reaction to the Boston engagement.

Current plan calls for local girls to be taken on for the "blind date" angle in whatever cities performances are given, with the radio slant adhered to as closely as possible. Miss Francis, doubling between "Blind Date" and "The Doughgirls," at the Lyceum, N. Y., pulled out of the legster today (31) with the expiration of her Equity contract.

### Tab Musical for Vaude Set By Joe Wright

Joe Wright, agent-producer, is casting a tabloid musical of racetrack locale titled "Ruled Off," which he will set as vaude unit for a summer whirl around pic houses. It's an original with book and lyrics by Adele Hemmings and music by Edward Kling.

Unit will enlist cast and chorus of 25 and have a treadmill horseshoe finish for "wallup" finale.

### Hitler Tab Meller Set For Coney Is. Showing

Joe Fasio has leased the Old Opera House, Luna Park, Coney Island, N. Y., for current season and will begin this week with tab melodrama titled "Hitler At The End of The Rope." Piece will enlist cast of eight and the pseudo-Hitler will dangle from end of rope 19 times daily at 25c. admiss.

Fasio was scheduled to open earlier but experienced some difficulty in casting the Hitler, Goebbels and Goering roles.

## NVA Rumpus On Upped Salaries

Annual meeting last week of the National Variety Artists came within an ace of a free-for-all. Meeting was held at organization's headquarters and bone of contention precipitating the rumpus came through a motion from the floor to increase salaries of officers and clubroom employees. These would have involved, specifically, doubling salaries of Rosa Crouch, secretary, and a 33 1/3% increase for Lou Hagdin, president.

Raises were sanctioned by Board of Trustees until a dissenter called attention to regulation of War Labor Board freezing salaries and that matter of increases would first have to be approved by WLB before any promises could be made.

Hagdin immediately restored meeting to order and announced that he was neither seeking increase of salary nor would he accept it. It was agreed that Miss Crouch deserved more compensation than she's been getting, and this matter will go to the Labor Board.

Treasurer's report showed organization was \$6,000 in the clear, but since \$3,000 of this is frozen in War Bonds, and another \$2,000 earmarked for Welfare Fund, there's only a balance of \$1,000 which majority of membership thought intangible to pay for wage increases. Some called attention to the tremendous loss in organization's income through the ban on bingo, which had been a consistent monogrouser.

NVA currently has 400 active members paying dues of \$6 per annum. There is some additional revenue, of course, from the cafeteria. Also the annual vaude benefit.

Minority group proposed raising dues to \$10 or \$12 yearly, which might ease the way for the wage increases, but proposition was tabled without a vote. It may be resurrected at the regular monthly meeting but even if so there is believed to be sufficient sentiment against the tilt to defeat it.

## Talent Tossed Out By 30% Nitery Tax Not Rushing to Camp Show Dates

Reported wholesale closings and dropping of talent shows in local and out-of-town nitery because of the 30% tax hike has not produced

harvest anticipated for USO Camp Shows circuit, figured as a likely welcome channel for many unemployed acts.

Thus far few acts have applied for time on the camp circuit, despite the latter having advised acts and American Guild of Variety Artists that there are many spots open on the soldier morale-building circuit.

Acts so far have been content to lay off and mark time to see what, if anything, happens in way of tax reduction, rather than channel themselves out as G. I. entertainers. Of course, there are many of these acts unsuitable for camp show stints but there also are hundreds of acts that have what servicemen like in entertainment.

General impression all around when axe fell, via the tax hike, was that many smaller salaried acts would be stampeded USO-Camp Shows for looking rather than remain idle. This hasn't happened. Consensus of opinion is that the small fry prefer to collect unemployment insurance, play club dates when available or anything other than the camp shows. This despite the fact that the money for such camp shows likely is better than what they had been receiving before the tax threw them out of employment.

### CANADA LEE TO HEAD ALL-NEGRO VAUDE UNIT

Canada Lee, actor who made his vaude debut last month at Loew's State, N. Y., will head an all-Negro package show currently being lined up for theatre dates by Frederick Bros., N. Y. Unit will also include Ernie Fields' band and three additional acts, none of which has been named.

Likely that package will tee off July 28 at the Howard theatre, Washington.

### Paul Winchell Subs At

Copa for Joe E. Lewis Paul Winchell, ventriloquist, went into the Copacabana, N. Y., show last week as a sub for ailing Joe E. Lewis.

He's been retained until June 15, regardless of whether Lewis returns before that. Bert Wheeler follows.

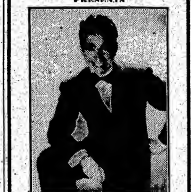
### Jerry Lester Slated For Roxy June 12

Jerry Lester, currently on the Coast, heads east next month to fill a three week-stage commitment at the Roxy, N. Y. He opens July 12 on bill that also includes Duke Ellington's orch and Nadine Gae, latter stepping out of cast of "Ziegfeld Follies" tomorrow (Thursday). Lester's last Broadway vaude date was at the Strand.

Lester, who fills the comic spot on the Frank Sinatra radio show, which bows off the air June 12 for the summer, returned to the Coast following the Roxy engagement.

Stripper's Summer Coverage Youngstown, May 30. The Grand, local burlesque, closed for the season, will reopen Sept. 8.

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Los Angeles Daily News

"Timmie Rogers' presents a one-man comedy show in the stage venue at Orpheum."

Variety

"Timmie Rogers, Negro comic in one of the first appearances as a radio-adapted act, comedy chatter and humor. Proper for a smart turn, but pleasant surprise was caught when he stepped over orch pit into aisle and then back to the stage, trading each time in a split. Material he has gathered for the turn is timely and first rate, including a selective service lament and a 'fun-joking' bit at the government's alphabetized bureau setup."

Currently  
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San Francisco  
(Week May 24)

Timmie Rogers' last days and other material written by Sid Kuller. All material copyrighted.

THANKS BENNY HOLZMAN  
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# BILLY ROSE

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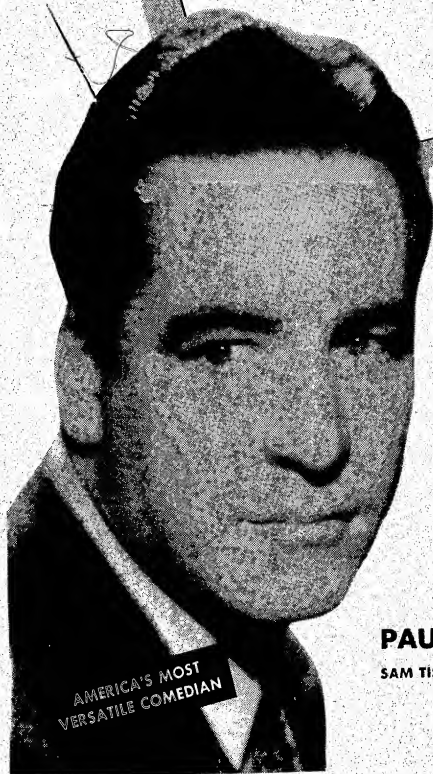
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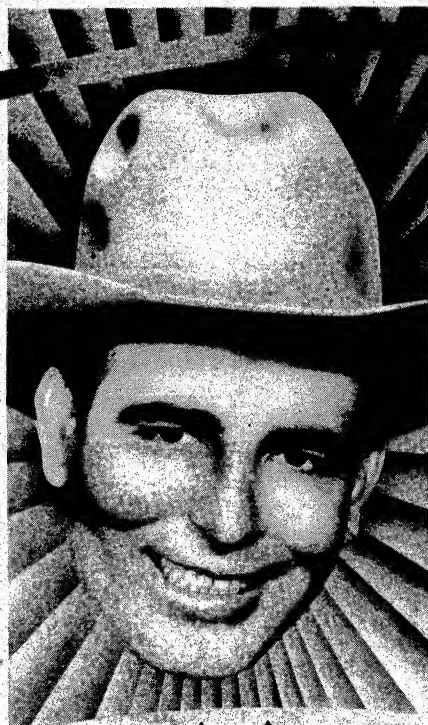




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